

Elizabethtown

Spring 1998

COLLEGE IN THE 21ST CENTURY

A SPECIAL ISSUE

"The more we do for students, the more we benefit as alumni. And your employer can help!"

— Linda Ruoss Schroeder '77

"One of my professors, Hugh G. Evans, once said, 'College prepares you for your education,'" explains Linda Ruoss Schroeder '77.

Now, more than 20 years after graduating, she has made a successful career for herself in banking, most recently as a chief financial officer, and realizes just how profound a statement that was.

"A college education is just the beginning," she says. "The College gave me the confidence and self-assurance I needed in the business world."

Because she wants to ensure that Etown's quality reputation continues, Linda has assumed a leadership role as the Annual Fund's chair. "I was so honored to be asked to lead this year's program, that I made my commitment on the first day, July 1, 1997," she says.

"A strong reputation benefits everyone associated with the College. The more we can do for students, the more we benefit as alumni, which ensures that our degree continues to be valuable in the market place.

"For students, the Annual Fund provides the kinds of academic programs on which the College stakes its reputation. Annual Fund contributions, for instance, help pay competitive faculty salaries to preserve one of the lowest faculty-to-student ratios in the state without relying solely on tuition increases."

More and more employers are also recognizing the value of an Elizabethtown education by participating in matching gift programs. "Etown alumni should check with their employers about matching contributions," says Linda. "More than 6,000 companies and organizations currently match their employees' gifts to colleges. My employer matches my contribution dollar for dollar, which makes my gift even more valuable. Check to see if your employer participates in such a program — if they don't, ask them to start!" This year's Annual Fund concludes on June 30, 1998.



For more information about making a gift to the Annual Fund or setting up a matching gift program with your employer, contact Barry Freidly '69 in the Development Office at (717) 361-1153. Email: freidlbp@acad.etown.edu.

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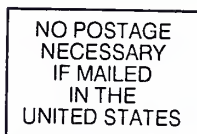
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Elizabethtown

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Elizabethtown College was founded in 1899 by leaders of the Church of the Brethren. Today, the College is governed by an independent Board of Trustees and affirms a continuing covenantal relationship with the Church of the Brethren.

At Elizabethtown College a confluence of forces, people, and trends will be meeting like the Three Rivers before the millennium to change the way our students "go to college."

In the Winter 1998 issue of this magazine, President Ted Long described the "nine fault lines of change" affecting colleges and universities everywhere (see page 11). Even as he described these fault lines, groups of Elizabethtown faculty, administrators, and students were being formed to address the very challenges he had described. A year-long strategic planning process is nearing completion; an accreditation self-study is well under way; committees studying issues relating to changing housing and information technology needs have been hard at work for months and are about to issue recommendations. Words like "accountability," "assessment," and "networking" are taking on new meanings and importance.

The editors of *Elizabethtown* created this special issue to focus attention on the changing climate in higher education and how it will affect the future of the College. We asked ten people involved in these changes to contribute their expertise and perspectives on the nine fault lines of change in the pages of this magazine:

► Art Levine, president of Teachers College at Columbia University writes about how society's views of higher education have changed along with the growth, expansion, and maturation of the "higher education industry."

► Barbara Maroney, director of continuing education, addresses the opportunities presented to residence colleges by the "new learner," a growing and increasingly important category of student who does not fit into traditional niches.

► John Shaeffer, treasurer, discusses the economic resources that are available to colleges and universities in today's economy.

► Madra Clay, minority affairs coordinator, writes about how diversity and accessibility challenges are changing colleges from places of privilege to institu-

tions that are now enrolling most of the high school graduates who are eligible.

► Mary Beth Matteo, vice president for marketing and public affairs, discusses the changing and increasingly competitive market place for colleges and universities.

► Raymond Neff, vice president for information services at Case Western Reserve University in Cleveland, introduces readers to different ways that technology will help students work.

► Sara Jones '98, president of the Student Senate, discusses the consumer orientation of today's students and ways that colleges must begin to treat students as "clients" without compromising educational integrity.

► Fletcher McClellan, professor of political science, and Betty Rider, associate professor of psychology, who are involved in the process to reaccredit the College by serving as co-chairs of the Middle States Self-Study Steering Committee, address the issues of how and why colleges are evolving from "teaching" institutions to "learning" institutions.

► Zelda Gamson of the University of Massachusetts-Boston, explores the dynamics of the "public role" that colleges are taking in terms of producing not just learned graduates, but developing a broad-based citizenry which will combine professional success with public concern.

A tremendous amount of information about Elizabethtown College, as well as the political, economic, social, and technological trends affecting the College and our competitors has been gathered in order to help inform College leadership in the strategic planning and accreditation processes. Based on this information they will make decisions which will enable Elizabethtown to fulfill its mission and achieve its goals in the different higher educational environment that is emerging. Our hope is that this special issue will both inform the College community about the issues confronting us now and in the future as well as focus debate in this important time.

Foundation Stones of Change



In the last "Long View," I wrote about nine "fault lines of change" transforming higher education today. Because of them, our past success will not be sufficient for the future. To thrive in this new world of higher education, we must find distinctive new ways to realize our historic mission, and that challenge to change is the primary issue which confronts us in the years ahead. Change can be as dis-

ruptive as it is progressive, so we need to understand how to make it work for us rather than being overwhelmed by it.

We can learn a lot about the changes facing us from stones, for colleges are like them in many ways — solid and strong, weighty and significant, long-lasting and slow to change. The stones that form Elizabethtown's foundation remain more solid than most, but higher education's tremors have shaken them nonetheless. We can rebuild our work on them, but to do so, we must reshape them to fit the new landscape of higher education and reposition them on more solid ground. Four foundation stones in particular are critical to our future.

► **Heritage.** Our heritage is the cornerstone on which we build our educational and institutional identity. It is expressed formally in our mission, and historically in the tradition we received from our Brethren founders. Our heritage has served us well, but we need to reshape it from a tradition built on specific ways of doing things to a set of principles which embody our historical values in a way that enables us to adapt to new realities. For example, "Educate for Service" does not mean one thing to all people, but it constitutes a principle around which we can build new approaches to education in today's world.

► **Community.** Expressed in commonality of purpose, a strong community is what holds us together. Elizabethtown has enjoyed a vibrant community over the years, but its strength appears to be based primarily on interpersonal ties more than common commitments. We need to build a sense that the entire college is the locus of our first loyalty, not our department or our specific

area of responsibility. With such a sense of common purpose, the interpersonal ties that bind us can become even more productive.

► **Vocation.** This third foundation stone encompasses the work of the College, but in a larger sense, it defines our calling and our possibilities for distinction. Many institutions have begun to change without first thinking of their central calling as educators. We need to build our new approaches on an educational foundation, one that is strong and responsive to the new realities. In that regard, the shift from teaching to learning as a first principle is essential. In teaching, we engage our passion for passing on what we know and we do not want to lose the power of that passion. But in focusing on learning as our first priority, we dedicate ourselves first to what must be learned, reshaping our teaching toward its critical outcomes, not just our own joys.

► **Organization.** While mundane, organization is necessary to keep us on track to realize our goals. It establishes the infrastructure by which we respond to the needs of our students and the world around us. We have had a very strong and disciplined organizational foundation in the last twenty years, but now we need to cultivate the capacity for agile responsiveness to changing realities. This challenge will confront us in all elements of our operation from program planning to student services, budget planning to plant management, and will require both new habits and new ways of thinking about our work.

While Elizabethtown is a very traditional institution, our faculty and staff display a willingness to think about new possibilities, unusual among colleges. For the possibilities of renewal to be realized, people have to see that we can change successfully without abandoning what we cherish most about the College. When we realize that our success in the future rests on these historic foundation stones, we can then enjoy the excitement of renewal without the apprehension that often accompanies change.

Our strategic planning process now carries those hopes and possibilities for our community. By this October, we will know just what we must do to reshape our foundation and rebuild our enterprise. With the confidence of stonemasons, we will then go to work carving Elizabethtown's new century with all the energy, imagination, and resources we can muster.

A handwritten signature in dark ink that reads "Theodore E. Long". The signature is fluid and cursive, with a large, stylized 'L' at the end.

Theodore E. Long
President

CAMPUS NEWS

Black History Month Celebration Continues Successful Growth

To commemorate and celebrate the life of Martin Luther King, Jr., and Black History Month, the Office of Minority Affairs organized a series of special events in January and February under the theme "We Shall Be United" that included guest speakers, music, and film.

The celebration began January 21 with an inspirational address by award-winning *USA Today* columnist Barbara Reynolds, and concluded February 25 with the wisdom of former chief of the Los Angeles and Philadelphia police departments, Willie Williams.

The emotional highlight of the celebration was a gospel concert featuring the renowned Harlem Gospel Choir, which filled the Leffler Chapel and Performance

Center to near capacity on Sunday, February 1. One of the most spirited and diverse audiences ever to pack the chapel zealously cheered the poignant choreography of the Lancaster Ebenezer Baptist Church Mime Troupe and gave a standing ovation to the Harlem Gospel Choir.

"Each event provided an opportunity for members of the College and the community to learn more about historical perspectives as well as contemporary issues relevant to the whole of American society," explains Lisa Koogler, dean of College Life. "These programs are an important element in the College's thoughtful, ongoing dialogue about race and multiculturalism," she adds.

The celebration was coordinated by



Above: Freshman Darius Goss of Haverford, Pa., talks with Chief Willie Williams following Williams' Wednesday-at-10 presentation.

Madra Clay, special assistant for minority concerns in the Office of Minority Affairs, with assistance from Shauntae Stancil '99 of Bensalem, Pa., and Jennifer Still '00 of Turnersville, N.J. **E**

Young Center Hosts Tribute to Ephrata Cloister



Unlike today's folk redware, red earthenware was commonly used to make crocks and vessels during the time of the Cloisters. The abundance of earthenware shards found at the site supports their devotion to ascetic things.

The Young Center hosted a year-long series of programs titled "Ephrata at Elizabethtown" from Fall 1997 to Spring 1998 to recognize the Ephrata Cloister, a unique Christian monastic community founded in 1734 by Conrad Beissel that

flourished until the

late 18th century. It was well known for its printing, distinctive choral music, manuscript ornamentation known as *fraktur*, strict discipline, and ascetic lifestyle.

Dr. David B. Eller, director of the Young Center, arranged the Cloister series with assistance from Dr. Robert Wheelersburg, chair of the sociology and anthropology department, and Dr. Christina Bucher, chair of the religious studies department, to strengthen the work of the Young Center by offering more programs that reflect Pietist traditions. **E**

Professor John W. Stites, 1935-98

John W. Stites, associate professor of music, died on March 22 after a struggle with brain cancer. He was 63.

He joined the Elizabethtown faculty in 1968 and directed the Choral Union, the College Choral, and since 1990, the Concert Choir. He taught voice and designed and taught a popular course on the life and music of Mozart and the 18th-Century Classicism.

"I saw what he meant to this College in the Concert Choir," says president Theodore Long. "Their music truly reflected his leadership—energetic, precise, expressive, and uplifting. We shall miss him deeply."

A clinician and adjudicator, he was widely known as a baritone soloist in oratorio and concert versions of opera. His particular interest was sacred music. He was a member of the Elizabethtown Church of the Brethren and served for two years in voluntary service in Vienna and Linz, Austria.

A former student, Melanie Detwiler Moles, emailed the College a condolence: "He made me feel that I was important because of my love for singing and the effort I put into it. He taught me to believe in myself."



Professor John W. Stites is remembered for his rapport with students and his passion for fishing, evinced by his collection of lures.

He is survived by his wife, Lois E. Harshbarger Stites, his son, Sean P. Stites '98, two daughters, and one granddaughter. **E**

Gretna Summer Music Festival Returns

The critically acclaimed Music from Gretna at Elizabethtown College returns for its third summer on Saturday, June 20, with seven consecutive Saturday evenings of chamber music in the Leffler Chapel and Performance Center.

"Our mission specifically is chamber music," explains Kathy Judd, artistic director. "Because I balance the repertoire, players, and instruments for each concert, our schedule provides a complete experience. Each concert is unique and has a produced, collaborative aspect about it. That quality really makes us a 'festival-in-residence.' What ties the concerts together," Judd continues, "is the level of excellence with an accessibility that audiences find welcoming."

Music from Gretna's reputation for excellence was noted by Lancaster *Sunday News* arts and entertainment critic Jim Ruth, who wrote that their 1997 line-up was "superlative [and] well-served [in the

Leffler Chapel and Performance Center.] The acoustics and accommodations are terrific. Just seeing the chapel/performance center's lights reflected in the campus pond as you approach by night gives you a Lincoln Center kind of rush."

Music from Gretna is pleased to recognize College alumni with the June 20 season premiere concert, a Father's Day tribute featuring the music of J.S. Bach and sons (with Bach himself appearing). Alumni can purchase two concert tickets for the price of one. Also, the concert will be preceded by a 6 p.m. reception at the Elizabethtown Inn just for alumni (\$5/person) and a free 7 p.m. dessert reception in the McCormick Gallery in Leffler Chapel. Alumni will receive information about this from the alumni office.

For Music from Gretna's 1998 summer schedule, see the inside back cover of this issue. **E**

Centennial Will Kick Off in April 1999 at Spring Arts/Reunion Weekend

Planning for the College's Centennial celebration in 1999 is officially under way. President Theodore E. Long has charged a Centennial Steering Committee to begin planning an extended observance to celebrate our heritage and past achievements, to envision new possibilities for the future, and to reposition the College in the context of history, society, and the educational market place.

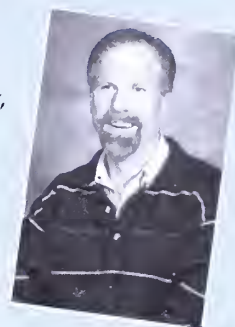
The Steering Committee is chaired by Gale E. Martin, associate director of college relations, with Christine Lawson '87, president's office, as special projects coordinator. Other members of the Steering Committee are Louise B. Black '46, professor emerita of English; Kenneth L. Bowers '59, vice president of corporate communications, Hershey Foods (retired) and a member of the board of trustees; Dr. Jay R. Buffenmyer '59, professor of business; Shirley A. Deichert '66, director of the Learning Center; Dr. David C. Downing, associate professor of English; Jerald L. Garland '59, director of alumni relations; Dylan Gadino, president of the class of

'99; Dr. Conrad L. Kanagy, assistant professor of sociology; Carl B. Kaufman '52, president of the Alumni Council; Dr. Lisa L. Koogler, dean of college life; Carroll L. Kreider '60, professor of business; Caroline Lalvani, director of conference services; Deborah M. Lee, assistant director of development; Lisa Marshall, president of the class of 2000; Edward A. Novak, director of college relations; Wanda Reid, publisher of the *Elizabethtown Chronicle*; Janice L. Ruhl '54, president of Ruhl Insurance and a member of the board of trustees; Louise E. Schellenberg, assistant professor of art; James E. Shreiner '73, executive vice president of Fulton Bank and an associate trustee; and Edward E. White, Jr., D.D.S., chairman of the Business Associates Scholarship program and a College parent.

The Steering Committee welcomes any ideas that alumni may have for the Centennial. Call Gale Martin in the College Relations Office at (717) 361-1410 with suggestions, or email her at martinge@acad.etown.edu. **E**

The Way We Word Words for a New 'Billennium'

by David C. Downing
Associate Professor of English



Some have argued that the new century, and the new millennium, should be celebrated in 2001, not 2000, since the first year after Christ's birth is designated 1 A.D., not 0 A.D. But the matter is not that simple: Matthew's Gospel reports that Jesus of Nazareth was born during the reign of King Herod, who died in 4 B.C. So it appears that Christ was already living in the years "Before Christ," and that the first Anno Domini, "year of the Lord," was at least his fourth year.

Anno is from the same Latin word that gives us annual, yearly, and annuity, originally a yearly payment. The same root appears as *-enn* in perennial, "throughout the year"; centennial, "a hundred years"; and millennium, "a thousand years." We recognize that *cent* refers to a hundred from common words such as century and percent. Less obvious, perhaps, are words like *mile*, which is traditionally a thousand paces, and *millipede*, the "thousand-legged" insect. (Actually, it doesn't have anywhere near that many legs; but apparently it has an excellent press agent.)

If language were logical, the word *million* would refer to a thousand, not a thousand thousands. And a *billion* should amount to no more than two million, since *bi-* means "two." But it seems someone lost count of all those zeros. (The British sometimes refer to a billion as a "milliard," but that sounds too much like a really rich duck.)

All this word study raises an interesting question for the future: What will be the proper year to celebrate the new billennium? **E**



Student Profile

Healed by Music, She Now Seeks to Heal

Twelve years ago, when Marla Pitt was 28 years old, her life took a dramatic change in direction. She and her husband were driving home on New Year's Eve when a driver crossed into their lane and hit them head on. Her hand was smashed in the dashboard and she suffered severe whiplash. Her injuries required an intensive period of recuperation and years of physical therapy.

A dental hygienist by training, she could no longer work in her field because of the angle at which hygienists need to hold their heads while working.

Her assessment of how this traumatic incident affected her life suggests that Marla Pitt is, in a word, remarkable. "It has given me a lot more blessings than it has taken away."

Marla, a 42-year-old mother of one, is beginning her freshman year at Elizabethtown College as a music therapy major. During her rehabilitation from the car accident, Marla came to know the healing power of music. When the treatments offered through more conventional avenues of medicine did not result in her full recovery, Marla began a more holistic regimen with music as the focus, and her suffering began to ease — significantly, she says.

"I used music to get myself through two years of physical therapy. I then became interested in other avenues for

healing such as meditation and yoga, but music always seemed to be at the root of my recovery," says Marla.

Marla has always had a passion for music. She used to sing and dance on the stage at Mt. Gretna, which is where she met her husband, Charles Pitt, a '72 alumnus, who is a dentist in Lancaster. She sings, plays piano, and writes music. Several years ago, she began taking voice and guitar lessons in the College's preparatory music division.

At the same time, Marla was teaching yoga and meditation classes. She became interested in producing a meditation CD, for which she wrote some of the songs and provided the voice-over. To orchestrate her melodies though, she had to turn to a friend. She realized that if she only had more skills, she would be more successful in working with professional musicians and might even be able to arrange songs herself.

At the same time, she had been searching for a way to help others grow spiritually since her accident. Because she pursued a lot of religious readings and spiritual teachings, she seriously considered attending seminary. Having seen the healing effects of music therapy in her own life, however, Marla decided on the path that led her to begin undergraduate studies at Elizabethtown College on a part-time basis.

Marla has hardly even noticed that she is the only non-traditional student in the music therapy department. "I have felt very welcome. The other students are polite and kind — they are exemplary in terms of what they represent as young people," she says of her "Generation Next" classmates.

Besides producing meditation CDs, Marla would like to use her degree to enter the field of pain management to help people who are suffering not only physiologically, but emotionally, too. She knows from personal experience that intense physical pain quite often creates a lot of emotional pain, that can be just as debilitating.

"I am so thankful to be here at Elizabethtown College, to have the chance to act on a passion of mine. Not everyone has the chance. I have been blessed." **E**

New College Trustees Named

Six alumni have been named to the College's Board of Trustees:

► Paul Weaver '68 of New Canaan, Conn., is vice chairman of Price Waterhouse in New York, and is a member of the College's New York Area Development Campaign Committee.

► John W. Espenshade '71 of Lancaster is a partner in the law firm of Stevens & Lee PC of Lancaster. He also serves as a director of the Fulton Opera House, the Lancaster Rotary Club, the Lancaster County Historical Society, and the First Presbyterian Church.

► Terry G. Koons '70 of Chambersburg, Pa., is the manager of the Butcher Shoppe in Chambersburg, which he co-owns with his father and sister. He is also a board member of the "Make A Wish Foundation" of Franklin County and is moderator of the Chambersburg Church of the Brethren.

► James E. Shreiner '73 of Lancaster is executive vice president of Fulton Bank. He is chair of the Lancaster alumni chapter steering committee, a member and past president of the College's Alumni Council, and has chaired all of his reunion planning committees.

► Patricia A. Warehime '76 of Hanover, Pa., is an occupational therapist for the Lincoln Intermediate Unit in York and was one of the first graduates from the College's Occupational Therapy program. She has served on the Endowment Steering Committee for the York Region of the College's capital fund-raising campaign.

► Ellwood R. Kerkeslager '62 is a graduate of the College's 3 + 2 engineering program with Penn State and is currently the vice president for Technology/Infrastructure at AT&T. He is a member of the College's Athletic Hall of Fame and was named an Alumni Fellow in 1993-94 in recognition of his professional achievements.

In addition to the new trustees, Robert Nation '49 and Glenn Forney '54 were both named Honorary Trustees of the College. **E**

Varsity Track and Field Returning to Etown in Spring of 2000

Varsity track and field for men and women will return to the College's athletic program, with competition to begin in the spring of 2000, President Ted Long announced in January. Etown previously sponsored varsity track and field from 1975 to 1982.

The decision to add the new sport was based on an extensive sponsorship study conducted by the Athletic Department, in conjunction with the Office of Marketing and Public Affairs.

"Adding this new sport will enhance our overall athletics program and strengthen our compliance with Title IX (gender equity) requirements both by expanding opportunities for women and maintaining balance in men's and women's sports," Long says. "I expect that it will also enhance our recruitment of an academically strong and diverse student body."

Director of Athletics Nancy Latimore noted that after much discussion and speculation the past few years about the feasibility of adding new sports, the College decided to make a formal study on the future of sports such as lacrosse, track and field, and men's volleyball.

Among the factors considered during the study's data-collection phase were the number of high schools in the Etown recruiting region that supported track and field, lacrosse, and boy's volleyball and

the number of regional Division III programs against which the College could compete in these sports. Issues of gender equity, facilities, personnel, and budget also played a major role in the decision-making process.

"The sports sponsorship study made it crystal clear that we needed to add a varsity sport, that we needed to provide our women with additional participation opportunities, and that track and field was the sport that we should add," Latimore says. "I am pleased that we are going to be providing our students with additional opportunities to participate in a varsity athletic program. That is what Division III is all about — participation."

Etown track and field will continue to be classified as a club sport during the 1998–99 academic year, before returning to varsity status in 1999–2000. A national search for a head cross country and track and field coach began in mid-March. The new coach will also teach in the physical education department and serve as the coordinator of intramurals and recreation. Latimore hopes to have the new coach hired by early July.

Latimore is currently negotiating an agreement with Elizabethtown Area High School to allow the track and field squads to train and compete at the high school facilities. **E**

Students Learn Art of Business Dining



Students learned some savvy tips on the art of business dining during a Business Etiquette Dinner arranged by Cindy Wilhelm-Ernharth in Personal and Career Counseling Services. Business Protocol expert Lynne Tully (above left), founder of the Professional Edge, provided some valuable do's and taboos while steering students through a practice dinner loaded with difficult foods such as French onion soup, cherry tomatoes, and pasta.

Students asked plenty of questions during and after the program which was both informative and fun. Tully playfully emphasized to students, "Don't view a business luncheon as your last supper!"

So, how should those dining in a business setting handle the stringy cheese, typically the best part of French onion soup? "The easiest solution," says Tully, "is to push it aside and just eat the broth." **E**

International Fest '98 Astounds, Educates

Students in the College's International Club organized a week-long celebration from March 22 to 29 that was as colorful as a kaleidoscope and as bright as a shiny new lira. "Your Passport to the World" featured 18 events that entertained and informed and, in the case of the Stars of the Shanghai Theatre, astounded. A troupe of 21 Chinese acro-



Left: Sophomore Rika Kajihara from Hyogo, Japan, demonstrates a traditional Japanese tea ceremony for a large crowd in Hershey Hall gathered for the International Coffees and Teas tasting.

bats performed feats of strength and balance that held the overflow audience in Leffler Chapel in rapt attention. The festival included a slate of workshops and demonstrations of dances of the Ivory Coast, Eastern Europe, the Middle East, and the Seneca Iroquois, and closed with the traditional International brunch and something new for International Fest, an exhibition cricket game. **E**

Quilting Expertise Needed!

The College will be creating a commemorative quilt for the Centennial celebration in 1999.

If you have quilting experience in piecing, appliqué, or quilting, and can volunteer your talents to sew a piece of the quilt, please check the box on the business reply card in this magazine and return to the College by June 30.

Faculty & Staff News

- **Jill S. Bartoli**, education, had a proposal accepted by the Center for Urban Ethnography at the University of Pennsylvania for the 19th Annual Ethnography in Education Research Forum held in March in Philadelphia. The title of the presentation was "African-American and Latino Teachers' Perspectives on Successful Inner-City Teaching."
- **Vivian R. Bergel**, social work, co-presented a workshop on "My Child has Intermarried: How Do I Parent and/or Grandparent Effectively" at a Community Forum on Intermarriage sponsored by Jewish Family Service in Harrisburg, Pa., in October.
- **Christina A. Bucher**, religious studies, gave a series of talks on "Women in the Book of Genesis" to an ecumenical group at the Carlisle Church of the Brethren. In September and October. Bucher; **Michael D. Silberstein**, philosophy; **W. Mark Stuckey**, physics; and **John A. Teske**, psychology taught a series of classes on "Religion and Science" in the "Heritage and Horizons" adult educational program sponsored by six churches in the Lancaster area.
- **David C. Downing**, English, had his article "The Discarded Image: Merlin's Role in That Hideous Strength" featured in the Spring 1998 issue of *Christian Scholars Review*.
- **Martha A. Farver-Apgar** has been awarded emerita status as the Director of Personnel by the College Board of Trustees.
- **Milt D. Friedly**, art, had his etching, "In His Youth," selected for the 11th Parkside National Small Print Exhibition at the University of Wisconsin-Parkside.
- **Tamara L. Gillis**, communications, has received the designation of Accredited Business Communicator (ABC) from the International Association of Business Communicators.
- **Paul Gottfried**, humanities, published two essays "On the Obsolescence of Conservatism" in *Modern Age*, Fall 1997, and in *Chronicles*, November 1997.
- **Thomas E. Hagan, Jr.**, chemistry, presented "Establishing a Meaningful Biochemistry Laboratory in the Curriculum" at the 31st Mid-Atlantic Association of Liberal Arts Chemistry Teachers Conference at Washington College, Md., in October. Hagan and **Heidi E. Gasswint '98** submitted a proposal to the Pennsylvania Academy of Science which she wrote, titled "Carbohydrate-Appended Chlorins." It was funded \$500, and it also received the outstanding grant of the year award.
- **Conrad L. Kanagy**, sociology, traveled to the University of California/Santa Barbara to participate in the third meeting of the Young Scholars in American Religion, funded by Pew Charitable Trusts. He presented a research proposal titled "Faith, Family, and Farming: The Old Order Amish and Rational Choice" in October.
- **David E. Leithmann**, FAPA, was guest conductor at two orchestra festivals in January. He led the Adams, Franklin, and Cumberland Counties Orchestra in concerts held at Red Land High School.
- **Mary Beth Matteo**, marketing and public affairs, had a short story, *Wilbur's Field*, accepted for publication in the April 1998 *Nimrod*, the literary journal of the University of Oklahoma at Tulsa.
- **Victor J. Massad**, business, published an article titled "An Eclectic Paradigm of Salesperson Compensation: Toward a Comprehensive Framework of the Determinants of Sales Compensation Modes," in *The Journal of Marketing Management*, Spring/Summer 1997.
- **E. Fletcher McClellan**, political science, served as chair and discussant of a panel on Native Americans and politics at the annual meeting of the Northeast Political Science Association in Philadelphia in November. He submitted entries on President Nixon's policies toward Native Americans and Native American self-determination that will be published in the *Encyclopedia of Minorities in American Politics* by Onyx Press.
- **W. Wesley McDonald**, political science, was named the 1997 Towson University Dean's Recognition Awards Program recipient.
- **Debra D. Ronning**, FAPA, was elected president of the Pennsylvania Music Teachers National Association at the State Convention held in November.
- **Carmine T. Sarracino**, English, had his

memoir "Waiting for Nonna," about the last days of his mother's life, accepted for publication by *VIA (Voices in Italian-American)*.

- **Lou E. Schellenberg**, art, had a one-person exhibition of recent work at Lock Haven University in February.
- **Wayne A. Selcher**, international studies, attended the Fourth Congress of the Brazilian Studies Association (BRASA) in Washington, D.C., November. He presented a paper, "Decentralized Federalism, National Diversification, and Regionalism in Brazil," and chaired two breakfast discussion sessions on aspects of democratization.
- **William M. Sloane**, communications, was ordained to the Sacred Order of Priests of the Episcopal Church in October at the All Saints Cathedral in Nashville, Tenn. **E**

Hit the Road with Etown College!

It's time to put Elizabethtown College on the road! The Alumni Office is planning to offer an Elizabethtown College affinity license plate for alumni and friends of the College.

"Right now we can only offer this plate to those living in Pennsylvania. Once enough interest is generated in Pennsylvania, we'll consider offering a plate in other states," according to Jerry L. Garland, director of alumni relations.

"You can get an affinity plate for yourself or for someone as a gift," says Garland.

The plates are available for passenger cars, motor homes, and trucks; however, motorcycles and trailers do not qualify. In order for us to offer the affinity plate, the Pennsylvania Department of Motor Vehicles requires at least 300 requests. We hope to reach our goal of 300 this year. So if you'd like a plate, let us know by filling out the enclosed *Elizabethtown Magazine Request Card* or sending us an email at: alumni@acad.etown.edu. **E**

ALUMNI RELATIONS

Alumni Council News

Carl B. Kaufman (right) was installed as the president of the Alumni Council in January. Carl, a member of the Class of 1952, taught English and held various administrative posts in Warwick School District before retiring in 1986. An active alumnus, Carl has served in many leadership roles over the years.



"Alumni must serve as consultants, recruiters, guides, and must give moral and financial support to the College," Carl states.

► Plans call for a fall, spring, and possibly summer alumni newsletter called "Out & About."

► Pearl Brock Risser '40, chair of the awards committee, has asked for nominations from alumni for the "Educate for Service" awards which are presented during Homecoming on Saturday, October 17, 1998. The awards recognize alumni who have excelled in the professional world, have contributed extraordinary service to humanity, and have made outstanding contributions to Elizabethtown College. Nominations may be sent to the Alumni Relations office.

► To increase alumni participation in the recruitment program of the College, alumni may request an application fee waiver card (valued at \$20) to attach to a prospective student's application for admission. You may request a card on the business reply card inserted in this issue of the college magazine.

► New members of the Council were announced:

- Robert (Rob) A. Reale, Jr., '89
- Diana Reed Wills '86

► Two alumni trustees were elected and will serve three-year terms:

- John W. Espenshade, J.D., '71
- Paul E. Weaver, CPA, '68

Alumni Chapter Updates . . . What's Happening In A Chapter Near You?

Did you know that over 8,500 Elizabethtown College alums live in Pennsylvania? There are many other areas outside of Pennsylvania where alumni have settled. In Maryland, there are more than 650 Etownians, and New Jersey has attracted approximately 1,200. Elizabethtown College even has alumni living in Alaska!

Alumni chapters are established in areas where there are a large number of active alumni who want to stay involved with the College. The number of alumni chapters is growing because so many alumni are interested in staying in touch with College and other graduates living near them. The Office of Alumni Relations has chartered 14 chapters to date and will establish two more in New Jersey and New York City over the next year. Following is a list of chapter updates. See what's going on in your area!

Tokyo, Japan: The chair of the Tokyo Alumni Chapter Steering Committee, Kyoko Utsumi Akanoma '67, and the other members of the committee are looking forward to hosting President Long during his June visit to Tokyo. The chapter continues its important work in recruiting Japanese students for the College.

Philadelphia: The steering committee is also planning to host a Freshman Send-Off Party for all students in the area attending Elizabethtown College in the fall of 1998.

Reading: Alumnus Carl D. Herbein, CPA, '68, will host a reception at the Berkshire Country Club in May. The steering committee has planned a picnic and visit to a Reading Phillies baseball game on Wednesday, July 15, 1998.

Harrisburg: Plans have been made for the steering committee to host a reception to be followed by attending a Hershey Wildcats soccer game. The reception and game are scheduled for Saturday, May 30.

Elizabethtown/Mount Joy: This chapter steering committee is also planning a picnic and a Harrisburg Senators baseball game on Friday, August 14, 1998. Harrisburg area alumni are also invited to attend.

Pittsburgh: A spring reception in May is planned and will be hosted in the home of a member of the steering committee. Check you mail for the upcoming details of this event.

York: A going away picnic for alumni and students who will be attending the College in the fall is tentatively being planned. The proposed date and location is on Tuesday, July 14, 1998, at Rocky Ridge Park. The steering committee is planning a reception and a production at the York Little Theatre during the month of November.

Boston: The Steering Committee is planning an event for an alumni dinner at a popular restaurant to be followed by the IMAX production of *Everest*. The event is scheduled for Wednesday, May 20. The Boston Chapter is also planning an After-Work Happy Hour in May and will attend a Boston Red Sox game later in the summer.

If you wish additional information regarding any of these events or wish to assist in the planning of future programs in your area, please call Jerry Garland or Bridey Orth, Alumni Office, at 1-800-877-2604 or (717) 361-1403. E

Alumni Relations in Cyberspace!

Update your electronic address book. Alumni can now email the Alumni Relations staff directly through: alumni@acad.etown.edu.



770
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College in

the 21st Century



Nine "fault lines of change" described in the last issue of *Elizabethtown* by President Ted Long are transforming all of higher education. Elizabethtown College will not be exempt from these changes.

The fault lines intersect with colleges in the following areas:

- ▶ Economic resources
- ▶ Social standing of higher education
- ▶ The market place
- ▶ Access
- ▶ Relation to clients
- ▶ Educational timetable
- ▶ Technology
- ▶ "Product"
- ▶ Public role

The challenge of renewing Elizabethtown College to address these transformations is being met through a long-term, institution-wide strategic planning effort, which has involved dozens of people for over a year. As their debate and deliberation continues, it may be useful to reflect on the context in which our "planners" are working. In the pages of this special feature are essays devoted to each of the nine fault lines written by people intimately involved in these changes, both at Elizabethtown and elsewhere. Five reports and findings from the strategic planning effort are also included to add some context to the essays. What they have to say about the enterprise of higher education reflects what is happening on campuses across the country and may just surprise you. ...

Higher Education's New Status as a Mature Industry

B Y A R T H U R L E V I N E

During the late 1980s and 1990s, government support for higher education declined, both financially and politically. College leaders have offered two primary explanations. The first is that these are bad times for government; officials simply have less money to give away. The second is that government priorities have changed, particularly in the states. Colleges have given way in importance to prisons, health care, and highways, and, even within education, schools now get preference over colleges. Both explanations assume that the changes are temporary, that higher education's priority will rise again in the future.

I would suggest a third, more permanent explanation: American higher education has become a mature industry. More than 60 percent of all high school graduates now go on to some form of postsecondary education, and many state officials see that rate as sufficient or even too high. I see no enthusiasm among government officials for increasing the college attendance rate to 70 or 80 percent of high school graduates.

demand greater accountability.

This is precisely what is happening to higher education today. Government is asking questions of colleges and universities that have never been asked before. The overall cost of the enterprise is being scrutinized, and tuition fees are being attacked loudly and continuously. Financing formulas are being re-examined. Student financial aid is shifting from grants to loans.

Questions of productivity and efficiency are being raised. How much should faculty teach? How much should it cost to educate a student? Can campuses be replaced by new technologies? Should there continue to be lifetime employment or tenure for faculty members? How much duplication of courses and programs is necessary? How much should be spent on graduate versus undergraduate education?

Questions of effectiveness are being asked, too. Why aren't graduation rates higher? Why should students take more than four years to graduate from college? Why do colleges offer remedial education?

Government is shifting the terms of the relationship between higher education and the public. It is now more concerned with the

"The common wisdom is that higher education must do more with less, now and

This attitude represents a dramatic change. Throughout this century, colleges and universities have been a growth industry. Except during two world wars and two years of the Depression, college enrollment has risen every year. In the decades following World War II, the biggest and most persistent demand that government made on higher education was to increase capacity—to provide access to more and more people. Rising government support for both public and private institutions was the norm, and few questions were asked. This is the lot of growth industries in America.

But government treats mature industries that receive considerable federal largesse very differently. Think of the healthcare industry. Government seeks to regularize or control such enterprises. It asks hard questions about their cost, efficiency, productivity, and effectiveness. It tends to reduce their autonomy, increase regulation, and

outcomes of higher education—what students learn—than with the processes of colleges—what faculty members teach, and the credits and courses that are offered.

The effects of all this will be profound. As a growth industry, higher education could almost count on additional resources annually, so new activities were simply added to the old. Today and in the future, with resources stable or declining, change must occur by substitution. If something new is added, something old must be eliminated.

Yet despite much rhetoric about having to make choices, most colleges and universities in the country still are fundamentally alike. They vary primarily in terms of the number of professional programs they offer and in the size of their upper-division and graduate programs. In the face of the continuing pressures to eliminate redundant

offerings and to establish priorities among programs, though, institutions must move from being something akin to full-service department stores to becoming more sharply focused boutiques. The common wisdom is that higher education must do more with less, now and in the future. The reality is that institutions will have to do less with less.

And the pressures are likely to be permanent. Even if budgets improve for the federal government and for states, officials still must respond to demands for spending on health care, prisons, and repair of deteriorating infrastructure such as highways—all of which many citizens value at least as much as higher education.

Even in states that expect substantial growth in college enrollments during the next decade, colleges must find ways to present education more efficiently, at lower costs per student than in the past. The states simply cannot afford to buy more higher education. If we refuse to focus our operations on what we can do best, and we avoid other basic changes, government will take the lead and, out of frustration and anger, restructure higher education without our assistance.

Thus far, higher education as a whole is doing a miserable job of answering some of the basic questions that government is asking. We still are unable and, on many campuses, unwilling to answer the hard questions about student learning and educational costs that government should always have asked colleges. Once it was adequate to say American higher education is the best in the world and cheap, given the public returns on investment. This is no longer sufficient.

Not long ago, I visited a state in which the legislature was considering a bill to tie faculty salaries entirely to time spent in the classroom. I asked faculty members at a major research institution in that state what they thought of the bill. Their general response was to brand it "intellectual McCarthyism." I wondered how such bright people could be so out of touch with reality. They entirely missed the point that the government had labeled their work load insufficient and was punishing them for their unwillingness to improve.

spending. But many institutions found that this course of action only increased costs; it didn't produce more revenue.

The second response was to cut costs the relatively easy way—by making across-the-board budget cuts, imposing hiring freezes, and deferring maintenance. The stated goal was to preserve institutional quality, staff morale, and student access. The reality was that preserving quality turned out to be a synonym for maintaining every program and every faculty member on campus, thus preserving morale.

This strategy sacrificed quality to avoid rocking the boat. Strong and weak programs were cut equally. Staff reductions followed random attrition patterns rather than institutionally determined priorities. Only the commitment to student access was allowed to wither. That has been preserved rhetorically and abandoned financially on many campuses, by raising tuition costs and reducing financial aid.

All in all, our actions are akin to a boat hitting an iceberg and the captain announcing that his highest priority, as the boat sinks, is saving the crew. The next priority is avoiding any inconvenience by continuing all activities—the midnight buffet, the bingo game, the shuffleboard tournament. The third priority is repairing the boat. And the fourth and final one, should time permit, is saving the passengers.

Aside from penalizing the students and diminishing academic quality, the other problem with the across-the-board approach is that it doesn't save enough money. This has led to a third response: Realizing that they must make some tougher choices, colleges and universities have decided to identify areas central to their missions, as well as more-marginal activities that could be reduced or eliminated. But relatively little change has ensued, because the usual mechanism to accomplish this has been the creation of an 87-member strategic-planning committee, which, after two years of weekly meetings, manages to select one program for cuts—which has not had a student in three years. The panel's recommendation triggers a faculty no-confidence vote in the president. A new president ultimately is hired, who says, "We can get out of this situation by raising more money." And the cycle starts again.

This is, of course, a parody of how higher education has responded

the future. The reality is that institutions will have to do less with less."

The questions about costs versus outcomes won't stop if we continue to drag our feet. That will only bring state action—more labeling of certain practices as bad, and more punishment for inaction. It also will prompt businesses, which have criticized higher education for its high cost and low productivity, to challenge colleges by offering more of their own programs and degrees. One way or another, we are now ripe for a takeover by public or private forces.

Higher education simply must learn to function as a mature industry. Yet, faced with declining resources, higher education's first response was to try to raise more money. Tuition prices rose well above the rate of inflation. More admission officers were hired, to attract more students. Development staffs were expanded, to raise additional money. More student-affairs professionals were hired, to reduce attrition. And financial staffs were beefed up, to control

ed to its new status as a mature industry. But the truth is that colleges and universities have been unable to accept their new situation or to develop successful methods for responding. It is not an exaggeration to say that many government leaders are more angry today with higher education than they ever were with schools. Words like "arrogant" and "self-serving" are commonly used in statehouses to describe colleges and universities. It is imperative that we do better. There really is no alternative. ☐

Arthur Levine is president of Teachers College at Columbia University. He served as an Inaugural Speaker in 1996. This article first appeared in the Chronicle of Higher Education. Reprinted by permission of the author.

Higher Education and Increasing Global Interdependence

Unlike past generations, U.S. college graduates will enter a world-wide market place and will have to actively compete against graduates from other nations. While considerable controversy surrounds the question of how well U.S. students compete, the issue of mathematics and science mastery on the part of our countries' graduates will continue to be front and center.

For business graduates, in particular, the ability to plan and operate within the context of a global economy will be crucial. As multinational firms establish more and more operations overseas, their central management, coordination, and servicing functions multiply and become increasingly complex. By the early 1990's, U.S. firms had about 19,000 affiliates worldwide, as did German and Japanese firms.

Because of the exponential growth in information and the increasing use of technology to locate information, students will need to develop the ability to learn and think critically. Specifically, they will need to know how to identify a problem, gather and discard information, and apply critical thinking skills to solve problems. Cyberspace technologies make this both easier and more difficult because of the

enormous amount of available information.

A person educated for a globally interdependent world will have to acquire certain skills and knowledge, among them: (1) an understanding and appreciation of the complexities of cultural diversity, not just on a national scale, but a global one; (2) foreign language facility; (3) understanding of world history, world economics, and world geography; (4) conflict resolution and negotiation skills.

While institutions of higher learning in the U.S. are advocates of the notion of global education, this has not risen to the level of national policy. The leader in this area is Sweden which has made international education a national priority. U.S. policymakers are just beginning to think about what might be involved in educating for a global community. Just a few of these: study abroad, educational mobility (such as an international baccalaureate), curriculum reform, simulations, and multidisciplinary approaches to education. ■

Sylvia T. Morra, High Library

Mary Beth Matteo, Marketing and Public Affairs

National Employment Outlook

Most regions are experiencing tight labor markets, recruiting difficulties, or growing labor shortages. National projections for the fastest-growing occupations and occupations projected to have the largest numerical increase through 2005 are as follows:

- ▶ lawyers
- ▶ physicians
- ▶ clergy
- ▶ dentists
- ▶ biological
- ▶ scientists
- ▶ medical scientists
- ▶ mathematicians and all other mathematical scientists
- ▶ counselors
- ▶ psychologists
- ▶ financial managers
- ▶ marketing, advertising, and public relations managers
- ▶ education administrators
- ▶ occupational therapists
- ▶ computer engineers
- ▶ physical therapists
- ▶ teachers (secondary, elementary, and special education)
- ▶ social workers

Source: The Thirty Fastest Growing Occupations, 1991-2005.
Patricia A. Hill, Business Department

The New Learner

BY BARBARA R. MARONEY

Why are the educational timetable and the new learner part of the fault lines of change in the new reality for higher education? Simply put, because there is no longer an educational timetable. Higher education is not only for the young and the privileged, the 18–22-year-old elites. Part-time students represent the fastest growing population in higher education. Nearly half of all students enrolled at all levels in higher education attend part time.

Professionals in and entering the work force are looking at a status quo that

includes economic restructuring, rapidly developing technologies and continually changing job content. These ever-changing realities translate into an increased demand for a new kind of education that colleges and universities must make accessible to the “new learner” (sometimes also called the “perpetual learner”). This learner encompasses everyone from the high school graduate to the adult fully engaged in a career path—or changing career paths. Job growth is fastest in occupational groups requiring more education: Witness over 1.5 million people in this country alone are enrolled in master’s degree level programs.

The new learner looks to continuing education programs to fulfill their needs. Certificates, degrees, and diplomas are available through evening and weekend study on main campuses as well as branch or satellite campuses, located closer and more conveniently to the learner. Employers now often execute contracts with universities to provide onsite degree programs for their employees.

It is estimated that three out of four jobs today require some post-secondary education. Of the new jobs being created by the year 2005, managerial, professional, and technical occupations will be among the fastest growing categories, accounting for 28 percent of the new job openings. These three occupational groups also have the highest proportion of workers with a college degree. These groups

also earn on average, much higher salaries than do virtually all other occupational categories.

Those people already in the work force, as well as new entrants, will need higher levels of education and training in order to compete effectively. Of the 20 fastest growing occupations requiring at least a college degree, more than half will be in the health services or computer industries.

Programs like Elizabethtown’s, which include computer applications workshops, mandatory continuing education for professionals, and contract training with business and industry, are experiencing explosive growth across the country. At Elizabethtown, we anticipate offering professional continuing education programs to a broader audi-

ence than we currently reach through interactive videoconferencing capabilities. With this technology in place we can run two sections of a credit course at the Elizabethtown campus and at the Dixon University Center in Harrisburg, providing easier access for busy adult students who might find it difficult to commute to Elizabethtown from jobs and families in the Harrisburg area.

Other colleges and universities, along with online propriety schools like the University of Phoenix, already offer such distance learning (DL) capabilities to students. The University of Phoenix alone enrolls 42,000 of these new learners in all 50 states and is

now working to establish centers in Pittsburgh and Philadelphia in direct competition to urban universities with strong continuing education programs. Small college programs will need

to define their market niche and find new ways to create consortia or risk being rendered irrelevant by Phoenix and other large DL programs.

The new learner will be accustomed to technology and will expect more accessible means to pursuing continuing education. Standard evening and weekend courses, correspondence course work, interactive videoconferencing and distributed learning through the Internet, all need to be a part of the educational mix if colleges and universities are to meet the challenges of an expanding global market place. We have an obligation to society to meet its educational requisites. ☐

The author is director of continuing education at Elizabethtown College.



► Part-time students represent the fastest growing population in higher education.

Students As Customers

BY SARA J. JONES '98

Elizabethtown College continually makes an effort to educate its students for service; yet, the students of today add a twist to this motto by demanding customer service from the College. The notion of students as consumers has evolved both at Elizabethtown and other institutions nationwide. A more inclusive approach to the college experience has emerged, essentially replacing the authoritative style of old.

Because education has become so integrated into the lives of Americans, the "industry" has acknowledged that students and, in most cases, their parents are its customers. Thus, colleges and universities have become more student driven and student oriented. Once matriculating to a particular institution, students seek out the attention to service they were promised. Such a mindset is visible in the actions of our students on a daily basis.

Students do not lose sight of the fact that an institution exists to serve its student body. Quite simply, administrators, members of the faculty, and staff are perceived to be delivering a standard of quality service to students. After all, the purpose of a college community is to educate individuals—a goal to which all constituencies should be, or rather are expected to be, devoted. Labeling students as customers in that regard appears justifiable when one considers that college is a four-year educational journey in which a considerable amount of money is invested.

This cultural change away from institutional paternalism manifests itself in many ways. Perhaps most evident is the continual assessment

of student desires and necessities. The foundation of many policies is grounded in consultations with the student population. The administration explores many avenues to obtain a representative student view. This institutional shift of working toward a set of common goals as a collective whole with the students, rather than as a separate entity from the students, has proven to be most effective. For example, we are currently examining student needs from our various dining facilities and experimenting with meal plan options that fit the lifestyles of all students. Housing alternatives are being considered and with the input of students, renovations and potential structural additions may take place as soon as the year 2000. Students have been proactive in meeting the needs of our commuters, which brought about a recent change in campus parking regulations. Student advocates continue to work diligently with staff and administration to voice their concerns about library and computer lab hours of operation while our registration and advising processes are under review.

Students of today seek to reap the most from their educational experience, thus regularly challenging institutional practices. The demand for consultation with students may lie at the heart of a living and learning community. Greater expectations of students accompany greater expectations of the institution. As we move into the new millennium, changes in higher education are surfacing with great rapidity. The attention devoted to improved "customer relations" is undoubtedly

a significant shift that is reflected on our very own campus. Elizabethtown College is maintaining its competitive edge within the context of higher education as a whole by offering customer

relations, and its students will continue to set such standards in the years ahead. ☼

Sara J. Jones is a psychology major and president of Student Senate.



► Students of today seek to reap the most from their educational experience, thus regularly challenging institutional practices.

Economic Challenges for the Small Private College

BY JOHN M. SHAEFFER

Since his arrival at Elizabethtown, President Ted Long has echoed the sentiments of many education leaders, including Art Levine of Teachers College, that higher education has reached the state of being a "mature industry." In the face of only modestly increasing net revenues, they assert that the independent college must be able to demonstrate the value we offer to prospective students. No longer can we blithely pass along to our students fee increases that substantially exceed the Consumer Price Index.

As one of my favorite philosophers, Yogi Berra, once remarked, "The future ain't what it used to be." Clearly the old ways of doing business no longer suffice. By remaining stagnant and resting on laurels, any institution will begin to see its market share and popularity among prospective students erode.

In the last few years, many private colleges like Elizabethtown have implemented various operational cost reductions, streamlined administrative functions, and attempted to level off their financial aid discount rates. On many of our campuses, in light of these efforts (many of them quite significant), further major cost reductions are just not possible without destroying a part of the institution's academic programmatic structure. Yet most of our institutions continue to face heightened financial pressures, including:

- ▶ Faculty and employees at all institutions have come to expect cost-of-living and merit increases;
- ▶ Financial aid demands from families persist;
- ▶ Funding needs for innovative programs demanded by students are expanding;
- ▶ Technology initiatives — even those implemented merely to "keep up with the pack to satisfy existing student demands" — will continue to grow;
- ▶ Residence hall offerings are changing with student tastes; many colleges face extensive renovation projects if they wish to preserve their market shares as quality residential colleges.

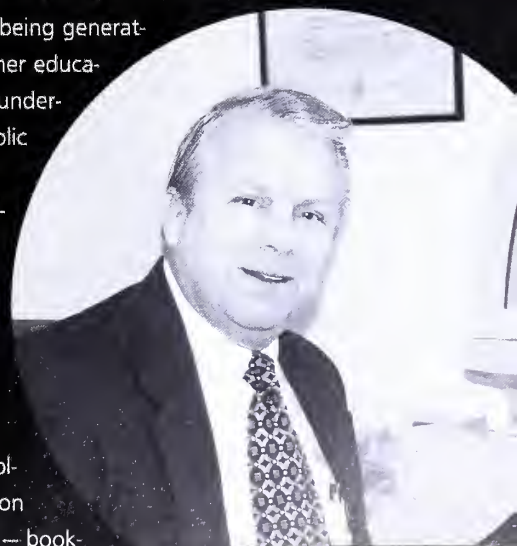
Given these changing needs, it has become critical for all chief

financial officers at colleges and universities to ensure that operational costs are maintained at levels corresponding to—even possibly below—the Consumer Price Index. We all must embrace a philosophy of doing more with less. This notion may be an extremely tough pill for some to swallow, but those who refuse to follow this practice will gravely threaten the viability of their institutions.

On the revenue side of the ledger, student capacities in most of our private college academic and residential facilities are at or close to 100 percent. Unless major enrollment increases are planned, the prospect of additional volume dollars to address changing student needs being generated are not likely. Yet higher education leaders everywhere understand that increasing public pressures are making all institutions, especially private colleges, think several times before passing on to our customers the kind of rate increases that they have been accustomed to receiving.

Many independent colleges have relied heavily on their auxiliary enterprises—bookstore sales and summer conferences, for instance—to fund the educational portion of the institutional budget. This is no more evident than at Elizabethtown where our auxiliaries have perennially supported the College's academic efforts. It appears, however, that at most private colleges in Pennsylvania, the margins generated through auxiliary operations have peaked and that further revenue growth in this operational sector will be limited.

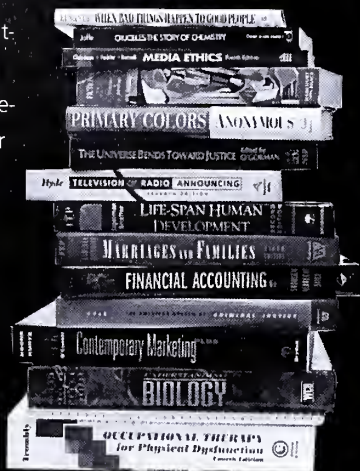
Given the prospect, then, of limited revenue growth and the necessary programmatic expense requirements, every private institution



▶ By remaining stagnant and resting on laurels, any institution will begin to see its market share and popularity among prospective students erode.

continued on page 18

must seriously consider generating alternative streams of revenue and entrepreneurial strategies if they are to balance their future budgets and deliver value-added offerings. The adoption of nontraditional income generation/cost reduction initiatives must form an integral part of any college budget. Such innovations include, but are not limited to, the following:



- ▶ The development of key masters degree programs, especially at off-campus sites, to meet the growing demand for post-graduate, professional education.
- ▶ Creation, if and where economically feasible, of conference centers/hotel complexes.
- ▶ Introduction of partnership arrangements with corporations, especially in the area of real estate development. Since many institutions have large parcels of underutilized land, opportunities abound in this area.
- ▶ Further establishment of consortia with other institutions. As an active member of the Association of Independent Colleges & Universities of Pennsylvania (AICUP), Elizabethtown has many opportunities to develop a whole host of consortial arrangements including tuition installment payment plans, equipment and energy purchasing plans, and many other joint ventures which will serve to generate impressive buying clout for the independent college sector.
- ▶ Further expansion of off-site continuing education and the possible initiation of distance learning programs to meet growing demands for services in both of these areas.

Given the rapidly changing nature of higher education, it is difficult to say with any kind of certainty where higher education will be ten years from now. Perhaps philosopher Berra said it best by observing, "It's getting harder and harder to make predictions, especially about the future." Many private colleges in Pennsylvania, including Elizabethtown, are conducting strategic planning reviews of their own to provide this guidance. In the final analysis, imaginative leadership and vision, institutional teamwork, and a dedication to excellence will provide the basis to guide our private colleges through the uncertain times that lie ahead. ■

The author is treasurer of the College. He serves on the Member Services Committee of AICUP and is vice-chairman of the Membership Committee of the Eastern Association of College and University Business Officers.

The Class Assignment

Imagine that, sometime in the future, you are taking an Introduction to Art course at Elizabethtown College and that you are studying artists who lived during the 17th century. Your professor gives you the following assignment:

Working as a team with at least one other student to complete the assignment, you are to take three artists who lived during this period and: 1) cite a published document that includes a sample of the artist's work; and 2) provide a copy of a portion of one of the artist's work.

In the course of completing the assignment, you are to visit an art museum, select a painting, then compare and contrast the painting with at least one painting completed during the 17th century. In addition, you are expected to use your professor's "assignment hints" (provided separately) as needed.

In the Present

In order to complete the assignment in this day and age, you would have to: Make arrangements to meet with your teammate in either (1) High Library, (2) an open classroom, (3) Annenberg Center or Baugher Student Center lounge, (4) a residence hall, or (5) Myer cafeteria. The meetings would have to be squeezed into mutually agreed-upon times and dates, which are not always easy to coordinate.

"Your assignment will be completed in some way published on the World Wide Web for broad

You or your teammate would go to use not only the resources in High Library to do research for the assignment, but most likely you will have to use an off-campus library also. That would mean either waiting for inter-library loans or making arrangements for travel, but probably to a limited number of locations not far from Elizabethtown.

You or your teammate might be able to go to museums in Philadelphia or Washington on a weekend.

The hints left by your professor are probably in a hard-copy form left in reserve in High Library, which is closed for one-third of the day.

Your assignment would be completed by typing a report into your computer, printing it down the hall, and, if you are lucky, including

Environment, 21st-Century Style

B Y R A Y M O N D K . N E F F

some color slides of the works mentioned in the paper.

In the Future

If you are a student at Elizabethtown in the vision of the future, to complete the class assignment you would use an "information appliance" (a more versatile version of what we now call computers) to simultaneously accomplish your assignment goals and objectives. This information appliance will have various applications, but it will perform the tasks we currently assign separately to computers, telephones, and televisions.

Given this "information appliance," you would use it to: Open a window in order to work on your project. In this "Project Window" is a software application (similar to a word processor) which would allow you to use text, import digital images, import digital sounds, and import digital movies.

Open a window in order to do research for your project. In this "Research Window" is a software application which would allow you to search worldwide and retrieve information (books, periodicals, journals) in digital form from, say, the New York Public Library or Library of Congress. You would be able to retrieve the entire information and then edit information (text, digital images, digital sounds, digital movies) obtained in this window and place it in the "Project Window."

Open a window in order to review paintings. In this "Painting Win-

information (text, digital images, digital sounds, digital movies) obtained in this window and place them in the "Project Window."

Open a window in order to communicate with your teammate. In this "Other Student Window" is an application which would allow you to communicate in such a way that you could work on your project together with your teammate. By the way, your teammate might not be in your class. Through a consortial agreement, she might be a student at another institution such as the University of the Arts in Philadelphia or here at Case Western Reserve University in Cleveland. You would be able to see and hear your teammate, and both of you would be able to share various "Windows" (Project, Research, Painting, Museum Tour, Professor's Suggestions) that were on each other's "information appliance" (cutting and pasting to the "Project Window" as necessary).

Open a window in order to utilize the "handout" provided by the professor. In this "Professor's Suggestions Window" is a software application which would allow you to view and hear the assistance provided by the professor. This assistance would be more than handwritten notes and more than email. The assistance would be in the form of video-mail (digital movie of the professor talking, showing images, etc.). This video-mail could be started, stopped, and replayed as many times as necessary. In addition, any portion could be cut and pasted into the "Project Window."

Your assignment will be completed in some digital format, either

digital format, either in the creation of a professional-quality 'video' or a report that can be reviewed and critique—and in less time with less effort than the creation of 'term paper.' "

dow" is an application that would allow you to search worldwide and retrieve paintings (images) in digital form. Among other things, the application would allow you to view the paintings in different light settings. You would be able to "cut and paste" portions of the information obtained in this window and place them in the "Project Window."

Open a window in order to tour an art museum. In this "Museum Tour Window" is an application which would allow you to search worldwide for an appropriate art museum, make a connection to the museum, take a "virtual reality" tour of the museum (including interacting with tour guides—regardless of what language they spoke or what language you spoke). You would be able to "cut and paste"

in the creation of a professional-quality "video" or a report that can be published on the World Wide Web for broad review and critique—and in less time with less effort than the creation of a "term paper." ■

The author is Vice President for Information Services at Case Western Reserve University and served as a consultant to the College's Information Technology Design Team.

Making College Accessible to Diverse Student Populations

BY MADRA L. CLAY

The word "diversity" is one of the most misused terms in all of higher education. Despite many people's best intentions, "diversity on campus" has become code for "let's get more minority students in here right now." However, with the widely reported erosion of public support for traditional affirmative action programs combined with the profile of private colleges in Pennsylvania typically displaying student populations of 95 percent or more white, non-Hispanic students, a new consensus about the definition and role of diversity on campus is being born out of purely pragmatic rather than ideological reasons.

President Ted Long's assertion that "college is no longer a place of privilege" is accurate and in line with the thinking of a newer generation. More students from our diverse population are demanding access to higher education. Not only are racial and ethnic minorities included in the equation, but also adult learners, students diagnosed with learning disabilities and differences, students in need of emotional support, international students, physically disabled students, and students from outside the middle and upper classes.

Colleges are learning that these students do not represent chal-

lenges so much as opportunities. A recent study by the Western Interstate Commission for Higher Education (WICHE) estimates that the number of high school graduates will increase from 2.5 million in 1996 to 3.2 million in 2008. The WICHE report also reveals that African-Americans will continue to be the largest minority group among high-school graduates in 2001—at 13 percent of the total, unchanged from 1996—while the greatest growth will be among Hispanic-American, Native American, and Asian-American graduates. Each group is expected to grow by more than 30 percent.

In Pennsylvania alone, the combined population of African-American and Hispanic-Americans under the age of 18 will increase by over 135,000 by the year 2005, a figure that outpaces the anticipated growth for whites under the age of 18. In an increasingly competitive higher educational market place, these minority students represent a chance for colleges to stabilize their institutional bottom lines.

In other words, this "baby boomlet" represents an unparalleled group of future college students that is racially, ethnically, socially, and economically diverse. It is not hard to imagine that colleges and universities will change in response to the needs of this so-called "Generation Y."

In addition, the educational missions of colleges are focusing more and more on global issues and the need to educate students about

Population Characteristics of Pennsylvania

Year	Total	White (%)	Black (%)	Hispanic (%)	Under Age 18 (%)
1990	11.9 million	10.4 million (87.3%)	1.1 million (9.6%)	194,000 (1.6%)	3.1 million (26.0%)
1995	12.1 million	10.5 million (86.7%)	1.2 million (9.7%)	240,000 (2.0%)	3.2 million (26.4%)
2000	12.3 million	10.6 million (86.2%)	1.3 million (10.5%)	286,000 (2.3%)	3.3 million (26.8%)
2005	12.5 million	10.7 million (85.6%)	1.4 million (11.2%)	330,000 (3.0%)	3.4 million (27.2%)

cultures and societies not like their own in order to more properly equip them with the tools they will need to succeed in the increasingly complex worldwide market place. What works in Lancaster County won't necessarily work in Chicago or Los Angeles or Tokyo or London or in the host of far-flung business centers Elizabethtown graduates these days increasingly find themselves employed. The relatively new International Business curriculum at Elizabethtown best reflects this changing paradigm.

So what do colleges and universities have to do? They must address several factors significant to the recruitment and retention of students with diverse backgrounds: admissions procedures; the content of academic programs; adequate levels of funding; campus climate and acceptance of diversity; and hiring procedures for faculty, staff, and administrators.

Admissions. Think about this one challenge within the African-American community: There is an overwhelming belief that there are only a small number of seats available to minority students at private colleges. Colleges must reach out to this community—and others as well—to ensure that prospective students are aware of the opportunities available to them. They should also know the demographics of the campus. It is essential that students have role models, like themselves, to relate to and identify with while they pursue their education. They should not have to enroll to find out that the general campus population is unlike themselves.

Academics. If we want to achieve diversity in every facet of learning so that our students will be able to confront the challenges of a diverse world, the academic program should reflect this goal. Faculty need to develop syllabi that includes information about African-Americans, Asian-Americans, Native Americans, Hispanic-Americans, women, gays and lesbians, and international students, as it pertains to that subject.

Funding. A disproportionate percentage of minority students find the "sticker price" of private education to be overwhelming. Many have written-off the prospect of going to a private college based on historical understandings about cost and available financial aid. Colleges, therefore, need to be intentionally devoted to overseeing the

financial aid process and identifying resources available to students from diverse backgrounds. Students should have enough resources to complete their education once it has begun.

Campus Climate.

The key words here are acceptance, awareness, attitude, and sensitivity. As educators, we need to do a better job with students who are currently on campus. We need more education about racism, violence, and the dangers inherent in stereotyping people. Studies indicate that among minority students who have concerns about racial climates on campuses, the default college selection is the state university. Private colleges need to be more aware that if "first groups" of minority students are comfortable with the climate, more minority students will follow. Students are indirectly involved in helping with the recruitment process.

Hiring. Academics and professionals from diverse backgrounds are sometimes the overlooked pieces of the puzzle when it comes to bringing together the other four factors. Oftentimes they are the key to acclimating a diverse student population.

Remember this one point: The whole point of creating a diverse community is to create a better community. If all levels of an institution are cooperative and committed to providing a campus more inclusive of differences, cultural diversity and retention of students of diverse backgrounds can be achieved. ☒

The author is special assistant for minority concerns in the Office of Minority Affairs at Elizabethtown College.



► The word "diversity" is one of the most misused terms in all of higher education.

Population < Age 18	Current	2005	Increase
White	2.78 million	2.91 million	130,000
Black	290,000	380,000	110,000
Hispanic	63,360	89,760	26,400

These statistics are for Pennsylvania only, but should reflect racial trends of surrounding regions as well. Between now and 2005, minority % of population will increase from its current 11.7% to 14.2%.

Building a Learning Community

BY E. FLETCHER MCCLELLAN AND ELIZABETH

Every institution of higher learning is increasingly hearing the concerns of its stakeholders and society at large about what is really being learned by students in college. How and to what extent, our publics ask, do colleges and universities prepare students for the challenges and opportunities they will face as providers, citizens, and leaders? At the same time, we are also being challenged to demonstrate in measurable terms the quality and value of the learning experience we advertise.

Historically, the Socratic response from academics might be to turn the question back to the questioner and ask, "Why do you want to know these things? Our higher educational system is the envy of the world. Leave us alone so we can get back to work."

Today, that is not the response from academics. We realize that is not the kind of answer that placates a parent who is facing the prospect of paying \$50,000 or more for a child's bachelor's degree, nor for that matter the lawmaker whose constituents complain about the increase in tuition at the state university and whose education is considered an entitlement by state residents.

We in higher education are faced with an accountability conundrum: On the one hand, the need for a college degree in the work place has never been more significant nor more publicly acknowledged. On the other hand, fewer people value the liberal arts experience or understand what it is, while at the same time people are becoming less willing to pay the high costs of a higher education.

Part of the fallout from this

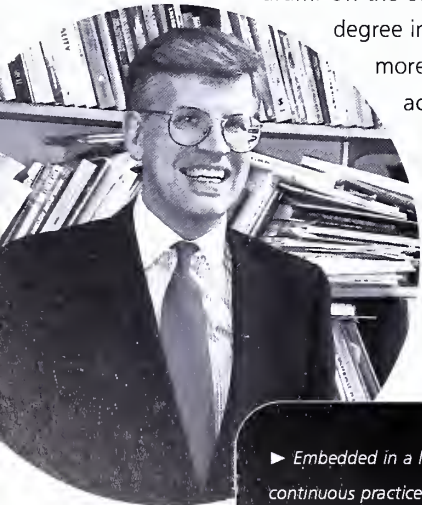
conundrum is that society has begun to call for colleges and universities to be held accountable to measurable standards. Higher education has begun to address this frustrating situation by turning its attention to what is actually learned by students that they will be able to put to use when they enter the work force.

One prominent way in which colleges confront these demands for accountability is through the accreditation process, which a college must go through every ten years. Currently, Elizabethtown is engaged in an institutional self-study, in which we furnish evidence to our regional accrediting agency, the Middle States Association of Colleges and Schools, that we are fulfilling our educational mission. Our self-study document, which will be presented to Middle States in early 1999, is organized around the theme that Elizabethtown is becoming an "authentic and distinctive learning community."

Such a learning community is defined as one in which there is a shared understanding of what students should know, value, and be able to do. This consensus is translated into effective programs and activities designed to foster learning in a variety of ways, both inside and outside the classroom. Embedded in a learning community are an ethic and continuous practice of assessing what, how well, and how much students are learning, leading to improvements in the learning program at the institutional, program, and classroom levels.

How well an institution like Elizabethtown achieves these goals can be described by a set of standards for excellence set by the Commission on Higher Education, which is part of the Middle States Association. These standards, by which colleges are judged, include:

- ▶ Integrity in the institution's conduct of all its activities;
- ▶ Clearly stated mission and goals;
- ▶ Clearly stated admissions and other student policies;
- ▶ Appropriate student services;
- ▶ Professionally qualified and committed faculty;
- ▶ Programs and courses which develop skills such as the ability to form independent judgment, to weigh values, to understand fundamental theory, and to interact effectively in a culturally diverse world;
- ▶ Curricula which provide, emphasize, or rest upon education in the arts and sciences, even when they are attuned to professional or occupational requirements;
- ▶ Sufficient library/learning resources and services;
- ▶ Effective assessment of instructional, program, and



▶ Embedded in a learning community are an ethic and continuous practice of assessing what, how well, and how much students are learning, leading to improvements in the learning program at the institutional, program, and classroom levels.

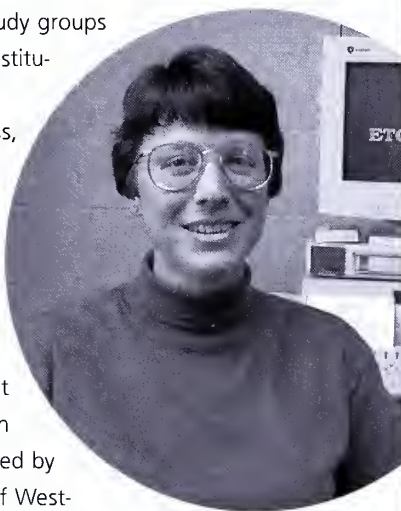
student learning outcomes;

- ▶ Ongoing institutional self-study and planning;
- ▶ Sufficient financial resources;
- ▶ Organization, administration, and governance which facilitate teaching, research, and learning;
- ▶ A responsible governing board;
- ▶ Appropriate and sufficient physical facilities;
- ▶ Honesty and accuracy in published materials and in public and media relations; and
- ▶ Responsiveness to the need for institutional change.

Not only is it the task of self-study groups to document the progress their institutions have made in the ten years since the last accreditation process, but also to generate recommended courses of action to realize their visions more fully. At Elizabethtown, our self-study report will be written this summer. The final report will be submitted to the Middle States Association next winter. We will be visited in March 1999 by an evaluation team chaired by Dr. Robert Chambers, president of Western Maryland College, and made up of educators from other institutions.

Set in the context of the strategic planning process established by President Long in 1997, the self-study will illuminate our strengths and weaknesses and clarify the opportunities and threats ahead. Acting boldly, confidently, and in concert with the self-study theme, Elizabethtown can and will achieve more than reaccreditation or institutional survival — we can create a learning community that serves as a model for others to follow. ☐

McClellan is professor of political science and associate dean of the faculty at the College. He predicted the reelection of President Bill Clinton in the Fall 1995 issue of Elizabethtown. Rider is associate professor of psychology and chair of the department of psychology at the College. They are co-chairs of the Middle States Self-Study Steering Committee.



High School Students and Parents Know What They Want from Colleges

Career skills are judged by 90 percent or more of high school students and parents to be the moderately to most important aspect of a higher education.

At least 80 percent of parents, students, and business executives agreed that problem solving, critical thinking, writing and oral skills, strong work habits, self-disci-

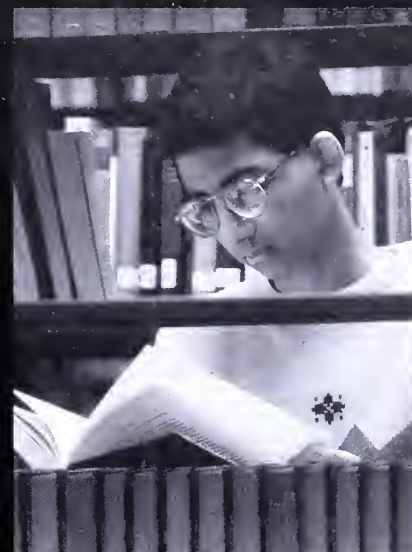
pline, and respect for others are the most important goals of a higher education experience. These goals have traditionally been offered at institutions with a liberal arts component.

Eighty percent of parents, 72 percent of high school students, and 87 percent of business executives believe liberal arts colleges should offer more internships and work-study programs.

About 70 percent of parents, students, and executives believe liberal arts colleges should do more to raise student awareness of the need for public service.

Nearly 70 percent of parents and 82 percent of business executives want to see liberal arts experiences with more emphasis on cooperative work habits and team problem solving skills.

In general, parents, high school students, and business executives are in relatively close agreement about what a liberal arts education should include — whereas parents' and students' differed from business executives on the value of a higher education experience. ☐



Sources:

Hersh, Richard H. "The Liberal Arts College." *Liberal Education*. Summer 1997
 Hersh, Richard H. "Intentions and Perceptions." *Change*. March/April 1997
 Conrad L. Kanagy, Sociology/Anthropology Department

Higher Education and Rebuilding Civic Life

B Y Z E L D A F . G A M S O N

There is a great debate raging across the country about what some see as the crisis of American civic life.

Some see that social capital has weakened in the past generation in the United States. By "social capital" we mean the trust, norms, and networks outside the family that allow people to work together in a democratic order. Membership in voluntary groups like fraternal organizations, women's clubs, and labor unions has been on the decline.

Those on the other side of the debate point out that new forms of civic engagement are being invented out of the buzzing confusion that is modern American life

— there are multiracial and multiethnic coalitions, organizations to protect women and families, chat groups on the World Wide Web, "public home-places" that provide homelike havens for public engagement, plus partnerships of all sorts among public and private organizations.

Many of the people engaged in this debate are faculty members in our leading universities. Less visible are the large numbers of individual faculty members and administrators in colleges and universities

cated organisms that demand to be understood on their own terms — or they will not cooperate.

Second, our ways of handling power differences and diverse points of view and cultures should be models of the civic life we wish to encourage in our communities. Collaboration among groups — students, faculty, administration — should be the norm, not the exception that it is now. This means that we must expect and embrace conflict, not as a sign of disease but as a sign of health.

Third, rebuilding the social capital of higher education will mean little unless we fight for maintaining and expanding the representation of the underserved populations of this nation in our colleges and universities. Only with these populations fully present on campus can we work on building the kind of diverse communities that exist in the larger society. If colleges and universities were truly to "internalize" diversity, they would more quickly learn how to work with external communities.

Fourth, colleges and universities should be doing more to integrate the contemporary world into the curriculum. In the tradition of John Dewey, they should overcome the split between "skills" and "content," between liberal arts and professional preparation.

"Our ways of handling power differences and diverse points of view and cultures should be models of the civic life we wish to encourage in our communities."

who are involved in the civic life of their communities, either personally or through their students' internships and service projects. Clearly, many college and university people are engaged in civic life, but their involvement tends to be privatized, invisible, isolated, uncoordinated, and not strategic.

What would have to change for higher education to become a serious participant in rebuilding civic life in the United States?

First of all, it means establishing or reestablishing relationships with communities and community groups — and not just businesses — and to do so in a way that takes them seriously. We must recognize that communities are not voids to be organized and filled by the more knowledgeable; they are well-developed, complex, and sophisti-

Fifth, we must devise ways of teaching and learning for civic life. It is not enough to define and structure the knowledge necessary for engagement in civic involvement. We have to pay close attention to how we teach and how students learn that knowledge. Applicable here are active learning, such as the use of learning communities, collaborative learning, and reflective experiential projects; perspective-taking and intercultural communication; cooperation among students and between students and faculty; and respect for the diversity of student capacities and learning styles.

Sixth — and perhaps most important — we need to get over the traditional research culture that has sapped the vitality of most of our colleges and universities by drawing faculty away from commitment

continued on page 26

Trading Ivy for Practicality Changes in the Higher Ed Market Place

B Y M A R Y B E T H M A T T E O

Joe and Lynn Simpson are 46 years old and getting ready to send the first of their three sons to college. While they were able to save some money for his education, they have discovered that they have grossly underestimated the cost. There are other problems as well. Because Joe's small construction firm is not as stable as they had expected, and because they have unanticipated financial responsibilities for Joe's parents, it's difficult to put anything away for retirement. It's looking as though they must choose between their children's futures and their own.

Both Joe and Lynn went to small liberal arts colleges. But Lynn says, "We'd like to give our son the same experience but the cost of a small college is twice that of Penn State. Let's be realistic. You can get a good education anywhere."

The Simpsons are not an isolated example. Many experts believe that economics are driving most of the changes in the higher education market place. The spiralling cost of higher education, with the price tag for most private degrees now exceeding \$100,000, and the decreasing ability of the lower and even middle income groups to pay, is putting into motion a set of dominoes that look like this:

► **Unwillingness to Pay.** The highly publicized cost and perceived waste in higher education has created a climate of distrust and a devaluation of the liberal arts degree. According to recent Gallup data, only one-third of parents and one-fourth of high school students feel "very positive" about a liberal arts education. Sixty percent of parents believe higher education is too expensive and forty percent agree that higher education "is not a good value for the money." Forty-six percent believe that learning for its own sake is the least important aspect of higher education. Most believe that the values of higher education can be gained through any higher education curriculum.

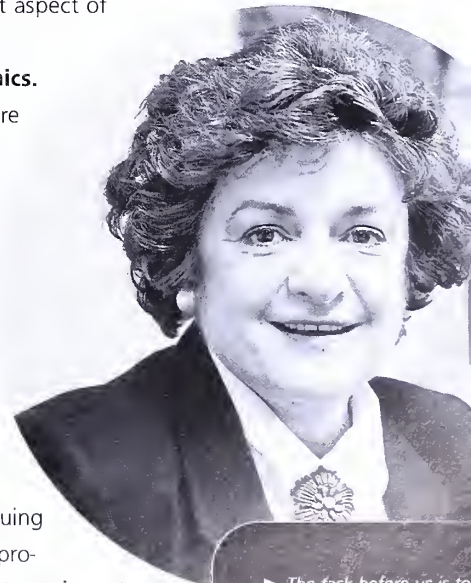
► **Demand for Results.** As the cost increases, parents and students begin to ask, "What is this degree getting me?" Fund-raisers also report that donors want to know how institutions can demonstrate their effectiveness and their impact on larger society. Although educators are grappling with outcomes assessment, and looking at new

ways of learning, the public wants far more concrete indices of success. They want to know how many graduates are employed in their fields of choice, and what percentage are accepted into top graduate schools. According to a recent study which appeared in the *Chronicle of Higher Education*, 30 percent of students select a college based on the success of alumni's acceptance into top graduate schools, and another 50 percent select a college because "graduates get good jobs." In a dramatic change from previous years, 90 percent or more of high school students and parents judge career skills to be moderately to the most important aspect of higher education.

► Changing Demographics.

Notions of who we serve are also changing. Non-traditional students comprise the fastest growing population in the market place, a trend that has fueled the growth in continuing education programs nationwide. Within this group, part-time students, predominantly women who are pursuing degreed and non-degreed programs, represent the largest contingent. The demand by these non-traditional learners is a result of the increasing number of jobs that require higher education. Three out of four jobs today require some post-secondary education, and the occupational outlook is strongest for jobs requiring post-secondary education. As small colleges grapple with finances and how to maintain tuition revenues, they are increasingly redefining who their students are and how they can be brought into the life of the residential college.

► **Technology.** While technology represents many exciting possibilities for higher education, too many to be detailed here, it also pre-



► The task before us is to become market-sensitive but not market-driven.

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sents a disturbing dilemma. Small colleges will be required to invest considerable sums of money in technology simply to stay competitive and keep their "heads above water." On the other hand, what makes small colleges rise above the pack are distinctive programs and outstanding professors, which also cost money. For many institutions, the choice between people and technology will be a difficult one.

► **"McEducation" in the Market Place.** The days when small proprietary schools, like "trucking schools," were incidental may be disappearing. Educators are now watching private competitors like University of Phoenix with some degree of concern. Two hundred colleges have closed since University of Phoenix was born over twenty years ago. With 18 campuses in 12 states, Phoenix has a curriculum so superficial it is described by some educators as the drive-through restaurant or "McEducation" of the nineties. Licensed to operate in Pennsylvania last year, Phoenix competes most with small liberal arts colleges and the large state systems. Although some may dismiss operations like this, Phoenix is very user friendly. It routinely polls its graduates to assess the effectiveness of its courses. It also provides a very low-cost education, since the University generally rents property in a downtown area rather than purchasing costly facilities. University of Phoenix also has weighty corporate customers, such as Kodak, IBM, and GE, who purchase education for their employees. The question remains: How many students will wish to trade ivy for practicality?

► **In Search of A New Perspective.** Arguably the strength of liberal arts institutions has been that they have preserved the canon and refused to succumb to fads in the market place. The same preservation of standards has been true for the kind of pre-professional education found at colleges like Elizabethtown. To ignore this is to relinquish our responsibility as intellectual leaders. However, at the same time, this decade represents a time of dramatic and rapid change in the higher education market. Colleges that ignore this do so at their own peril.

What is the answer? The task before us is to become market-sensitive but not market-driven. We must preserve what we believe to be best and true no matter how difficult that is to define. We must commit ourselves to the dialogue that will result in clarifying our mission and programs. Strategic planning presents one important step. In the process we must understand the market place and position ourselves in a way that allows us to remain faithful to our mission and to flourish.

This challenge is not new. In fact, over the decades, higher education has reinvented itself several times. French philosopher Paul Valery said in 1932, "Never has humanity combined so much power with so much disorder, so much anxiety with so many playthings, so much knowledge with so much uncertainty."

Mary Beth Matteo is vice president for marketing and public affairs. She will become director of the Family Business Center this summer. She was previously vice president for institutional advancement.

The Need for Higher Education Is More Significant Than Ever

- The industrial jobs that created a middle class in America will provide employment for only 10 percent of the workforce by the year 2000.
- Service-related jobs now dominate the workplace and require a level of knowledge and skill that can be gained only through programs offered at colleges and universities.
- The college degree is now the entry card to rewarding employment.
- Widespread access to higher education is critical to the economic health and social welfare of the nation.
- Average monthly earnings rise sharply for workers with higher degrees.

Sources: Congressional Quarterly Researcher, "Paying for College: Is the Price of a College Education Too High?," November 20, 1992, Volume 2, No. 43, pp. 1001-1024. Holzer, Harry J., *What Employers Want*, Russell Sage Foundation, January 1996. New Jersey State Department of Commerce and Economic Development, *New Jersey Has 'Excellent' Economic Growth*, July 31, 1997. Penn State Data Center Briefs, "Industry Trends in Pennsylvania," June 12, 1997. RAND, "Breaking the Social Contract: The Fiscal Crisis in Higher Education." Gale E. Martin, *College Relations*

continued from page 24

to their institutions and communities. The denigration of applied research and problem-solving has further eroded higher education's connection to the world. The fetishism of much academic writing has contributed to the unintelligibility of academic discourse and depleted the ranks of public intellectuals.

Finally, the domination of research and publications in tenure and promotion decisions has had a chilling effect even on those faculty members who wish to engage as citizens outside of their institutions.

Higher education, in short, needs to rebuild its own civic life. In doing so, it will learn from communities that are doing just that. ☐

Zelda F. Gamson is the founding director of the New England Resource Center for Higher Education and professor, Graduate College of Education, University of Massachusetts Boston. Excerpted from original article that appeared in *Change*. Excerpted and reprinted with permission of the author.



Milestones and Milemarkers

Celebrating a Century — Shaping the Next took to the highway this spring, meeting supporters at both ends of the Pennsylvania Turnpike. In continuing the regional campaign celebrations, President Ted Long met with alumni and supporters in Pittsburgh and Philadelphia to talk about the College and its future.

Pittsburgh Event Draws Alumni, Parents

Dr. Robert D. Guthrie '65, chairman of the Pittsburgh Campaign Committee, greeted alumni and current parents at a reception at the Westin William Penn Hotel in late March. President Ted Long welcomed approximately fifteen guests and shared with them his vision of the future of the College and the status of the endowment campaign, **Celebrating a Century — Shaping the Next**. Joining Guthrie on the Pittsburgh Committee were E. Paul Dick '63, D. Burnet Flory '63, William and Diana Shutt, and Carl Herbein '68.

Dr. Long was enthusiastic in reporting the preliminary results of the ongoing strategic planning process and the many positive comments received from alumni, trustees, faculty, parents, and students. "This campaign comes at a time when the College is involving all of its constituents in a strategic planning effort to find out where tomorrow will take us," said Long. "Endowment is one way we can shape that future."

J. Michael Pressimone, Vice President for Institutional Advancement, then reported on the status of the endowment campaign and invited the guests to participate in **Celebrating a Century — Shaping the Next**. The continued success of the campaign is reflected in the fact that "we have raised over \$20.5 million toward our goal of \$25 million" said Pressimone, "and we are pleased with the leadership in the Pittsburgh region. We invite more alumni and friends to become involved in the campaign and in other college-sponsored events in the area."

The campaign will draw to a close in June 1999 to coincide with the celebration of the College's centennial. Alumni and friends in the Pittsburgh region are invited to phone Patrick Hall, Director of Development, at (717) 361-1493 for additional information.

Philadelphia Event Is One of Largest

President Ted Long welcomed alumni on April 7 at the Wayne Hotel in suburban Philadelphia. More than 30 alumni, friends, and parents met at the Restaurant Taquet in the Hotel to hear Long's vision for the future of Elizabethtown and the role endowment will play in enhancing that future.

"Philadelphia and suburban counties have been a strong draw for us regionally in the admissions



John Baxter III '91 (left) and development officer Dan Helwig

process and in alumni support," Long said. "It is rewarding to have so many supporters come and learn more about the mission of this campaign."

Honorary Campaign Chairman Dr. Galen S. Young '34 was a featured speaker at the event. He shared the podium with John Baxter III '91. Both served on the Philadelphia Steering Committee with Norman Bitterman '60, Jack Clemens '70, J. Thomas Collins '61, Thomas Elicker '71, Dr. Jay Eshleman '32, Dr. Russell Harris '76, and Edward Pfeiffer '88.

For more information about the Philadelphia Campaign, contact Ellen Simpson or Dan Helwig in the Development Office at 717-361-1494.

Endowment Campaign Primer

A Look at Charitable Trusts

Can you give assets away and still derive benefit from them? Can you give assets away and still provide for your surviving family members? The answer is yes when gifts are carefully structured. For those who are philanthropically inclined, there are methods which can help prospective donors to the College maximize the effect of a charitable gift. Consider the following example.

Mr. and Mrs. Donor are both 65. Mr. Donor recently retired from a local publicly held company where he worked for many years. Over those years, he had opportunities to purchase company stock. Today, the Donors own stock worth \$100,000, which they purchased at a cost of only \$25,000. Their stock dividend is approximately two percent, providing them earnings of \$2,000 per year. If Mr. and Mrs. Donor sell the stock, \$75,000 may be subject to capital gains tax. If the stock remains in the Donors' estate, it may be subject to federal estate tax of as much as 55 percent, depending on the size of the Donors' estate.

Fortunately, today's tax laws offer another option — the charitable remainder trust which will pay them six percent of the trust value every year for the rest of their lives. The Donors avoid the capital gains tax, they receive a large income tax deduction, they lessen their estates by the full amount of the asset, and they make a very meaningful gift to Elizabethtown College. Alternatively, the Donors can name their children as the income beneficiary of the trust for their children's lifetimes.

Charitable trusts are no longer just for the very wealthy. As this example shows, people with even modest investments can make use

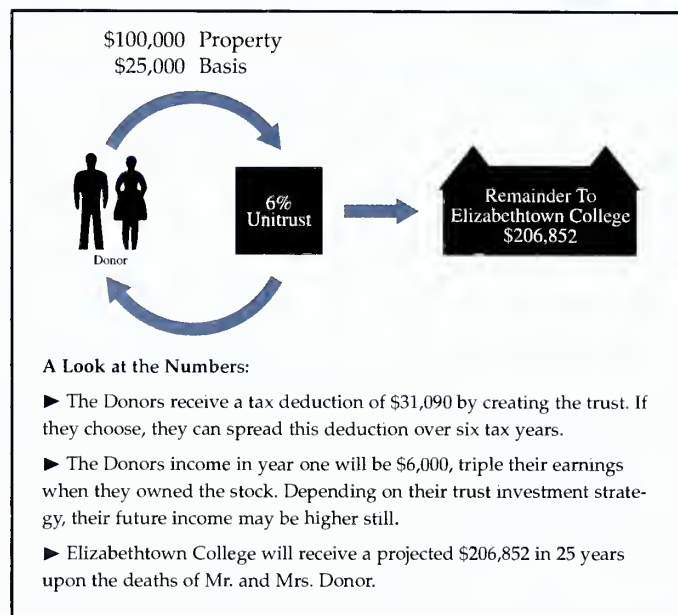


Illustration courtesy of P.G. Calc.

of trusts to improve their quality of life in retirement years and to help a charity such as Elizabethtown College. Note the illustration above.

As with any financial or estate plan, consult your personal advisor to see what plan works best for you and your family. For more information about charitable trusts and Celebrating a Century — Shaping the Next, please call J. Michael Pressimone, Vice President for Institutional Advancement at 717-361-1419.

“Is it possible to insure a dream?”

Excerpts from remarks recently made by Dr. Stewart B. Kauffman '42 at an endowment campaign event at Brethren Village.



Dr. Stewart Kauffman '42 (left) chats with Dr. Nevin Zuck '36.

When thinking about the College, I must start by being thankful that I was accepted as a student. For reasons I've already alluded to, going to college was not an objective in my early life. First of all, no one in my immediate relationship went to college except for a cousin, Helen Whit-

moyer, who was one of the Elizabethtown College students in the 1920's who died from diphtheria after drinking from the well behind Alpha Hall. More importantly, we were not a book family, and add to

that the Depression years and the devastating affect of those days, and college was unthinkable.

Because of the Depression, I helped to support the family, which meant that throughout junior and senior high school, I carried the morning paper, getting up at 4:30 a.m. six days a week. In addition, I was vocalist and guitarist for the Keystone Ramblers, a dance band in Reading. We played three nights a week. School was not a top priority.

I was not really prepared for college; Dr. Baugher, then the dean, said I could enroll but I needed to make up my science and language requirements, which according to him I could do while taking my regular work. Well, I did it. I went to school in the summer and graduated in three years. This was my way of making up for the two years I lost before going to college. Not only that, college made me hungry for graduate school; moreover, I wanted to get married (to the late Helen Markey Kauffman, Stewart's wife of 55 years).

I must make specific mention of some of my Elizabethtown College professors. There was Rebekah Sheaffer. Miss Sheaffer and I became lifelong friends... There was E. G. Meyer, my voice teacher, and his wonderful wife, Gertrude, my pianist for voice lessons and recitals... There was Forrest Weller, an exciting young man with a

Conversations About Future Gifts

Campaign Events Held at Brethren Retirement Centers

Special campaign events for **Celebrating a Century — Shaping the Next** were held this spring in Neffsville at Brethren Village and in New Oxford at The Brethren Home. These events continued the College's campaign to highlight the Church-College partnership through endowed programs.

At a March 4, 1998, event in Neffsville, President Ted Long presented Dr. J. Stanley Earhart '42 with a Service Award for his service to the College and the Church of the Brethren. Long said, "The Church of the Brethren values of peace, justice, and human dignity have been central in [his] life." Earhart has held numerous positions within the Atlantic Northeast District, the Southern Pennsylvania District, and the General Board of the Church of the Brethren.

Dr. Stewart Kauffman '42 shared remarks at the event. Kauffman portrayed how the College had played a significant role in his life, and how the education he received at Elizabethtown exposed him to values and themes that he would return to again and again. (See article below for excerpt of remarks.)

Vice-President for Institutional Advancement J. Michael Pressimone told approximately 40 guests that **Celebrating a Century — Shaping the Next** is about planning for the future of Elizabethtown College. He said that one of the most simple and effective ways for an alumnus to con-

tribute to the campaign is by including the College in his will. "By sharing your estate plans with us," Pressimone said, "we can provide you with the recognition we feel you deserve, and also, the College can make more solid finan-



Residents of Brethren Village in Neffsville gather for a spring luncheon.

cial plans for its future."

The event at The Brethren Home, slated for April 23, 1998, occurred too late for coverage in this edition of *Elizabethtown Magazine*. A full report of the program including the conferment of an Alumni Service Award to Dr. Harvey Kline will be presented in the next issue.



Ted Long (left) discusses issues with Dr. Franklin Cassel '35.

fresh Ph.D. out of the University of Chicago who taught us so much more than sociology... And there was Ralph W. Schlosser.

Both Rebekah Scheaffer and Ralph Schlosser inspired me to love literature. They made me go beyond words to the meaning of words and concepts — a quest for life I have never lost. I was able to share with Dr. Schlosser, shortly before

his death, how much his course on the chief American poets meant to me and that the text he used, along with several other books, is always by my bedside.

So, when our son Bruce died in June of 1996, it was natural, while in deep grief, to find myself reciting in my mind repeatedly from Sidney Lanier's "Marshes of Glynn":

As the Marsh-hen secretly builds on the watery sod,

*Behold I will build me a nest on the greatness of God:
I will fly in the greatness of God as the marsh-hen flies
In the freedom that fills all the space 'twixt the marsh and
the skies:*

*By so many roots as the marsh-grass sends in the sod
I will heartily lay me a-hold on the greatness of God:
Oh, like to the greatness of God is the greatness within
The Range of the marshes, the liberal marshes of Glynn.*

Then, eleven months later, when Helen died, I turned to Poe's "Annabel Lee:"

*But our love it was stronger by far than the love
Of those who were older than we —
Of many far wiser than we —
And neither the angels in heaven above,
Nor the demons down under the sea,
Can ever dissever my soul from the soul
Of the beautiful ANNABEL LEE.*

I'm embarrassed talking about myself in this way, but it represents my effort to share with you some of the meaning of college in my life. The Hartford Insurance Company in a recent ad asks this question: "Is It Possible to Insure a Dream?" I believe the answer is yes. The College and many other people did that for us.

Celebrating a Century — Shaping the Next Crosses \$20 Million Mark

“Significant Hurdle” Crossed; Much Work Remains

Celebrating a Century — Shaping the Next, the campaign to double Elizabethtown College's endowment, has reached the \$20 million mark in gifts and pledges, according to Vice President for Institutional Advancement J. Michael Pressimone. The \$25 million campaign will help to underwrite programs and scholarships at the College; the drive is scheduled to end as the College begins its centennial year in June of 1999.

“It is a significant hurdle,” Pressimone said. “Consider that \$20 million is two times larger than any campaign in the history of the College,” he added. “The great news is that we have yet to reach a vast majority of Elizabethtown's alumni; we are very optimistic about reaching the goal and the campaign's impact on the College moving forward.”

Because endowment can underwrite any department or aspect

of campus life, **Celebrating a Century — Shaping the Next** offers friends and alumni the chance to customize their gift. “There are no contractors to pay; we're not constructing a building,” Pressimone said, “so we are seeing alumni make gifts to create a wide variety of programs: technology or wrestling endowments, special book funds at High Library ... the list goes on and on.”

Importantly, over the next eighteen months, all alumni will be given the chance to contribute to the endowment campaign via a special mailing. “Right now, we are planning a mailing to about 1,000 alumni (please see accompanying article on the Special Gifts Campaign), which will be followed quickly by a mailing to the rest of our alumni,” Pressimone said. “It will be a busy year.”

Special Gifts Phase of Campaign Begins

The Special Gifts Phase of the Endowment Campaign was officially kicked-off with a breakfast meeting on campus on February 27. Chairwoman Linda Leffler Castagna '67 said it was inspiring to work with committee members “who understand how much the College depends on its volunteers to maintain its outstanding level of education.” Special Gifts committee members include: Martha Farver-Apgar, Bruce Holran, Otis Kitchen, James Shreiner '73, Carl Kaufman '52, Helen Walton Ebersole '69, M. Darlene Myer Rhodes '66, Sam Neff '71, David Hosler '72, Deana Risser Rundel '65, Charles Byers '60, Alan Kreitzer '79, Nancy Gibbs Tate '69, and Allen Tate '69.

The Special Gifts solicitation period will continue through June, 1998. The great news is that the campaign is already over \$20 million in gifts and pledges. The overall campaign goal is to secure commitments totaling \$25 million by June, 1999. The Special Gifts campaign seeks commitments of \$5,000 to \$25,000 payable over a period of up to five years. Gifts of cash and securities are needed as well as inquiries by those considering estate and retirement planning. Deferred commitments, such as bequests, annuities, trusts, life insurance, etc., are all excel-

lent vehicles to help you and Elizabethtown College plan for the future.

As President Long stated in his recent correspondence for the Special Gifts campaign, “... we are presented with an opportunity to look back and see those individuals who helped shape the College in its first one hundred years. Now, we are challenged to help shape the future for those who will follow.”

For information about the Special Gifts campaign, contact Debbie Lee in the Development Office at 717-361-1445.

Elizabethtown
COLLEGE



DEVELOPMENT OUTLOOK

Not Just a Phonathon, a "Tradition of Giving"



Matt Ellis '98

Elizabethtown College employs 20 students who work for eight weeks each semester in the spring and fall Phonathons. This year, the combined goal from both phonathons is \$185,000, so

the Phonathon is a very important part of development efforts at Elizabethtown. Having qualified, courteous callers to telephone alumni can make the difference.

Becoming a paid student caller for Elizabethtown's Annual Fund Phonathon is not easy. Each student interested in working as a caller must first pass a difficult ten-minute phone interview with Annual Fund personnel. Since

there are sometimes fifty candidates and only a few positions to fill each semester, the phone interview is a tough hurdle.

The most important quality of a caller is his or her phone voice. Because raising money over the phone is becoming more and more difficult, each caller must be able to make a good impression quickly. The ten-minute interview is a great way to measure the quality of a candidate's

voice and an individual's composure. Once a student has been hired as a caller, he or she attends a two-hour training session explaining the importance of the Annual Fund and the support it receives from Elizabethtown Alumni. During the training, callers learn how to "make the call" and deal with all types of situations.

One of Elizabethtown's best callers is senior Matt Ellis from Freehold, New Jersey (pictured at left). Matt is a biology major who plans to study chiropractic medicine upon his graduation, and he has been involved with the Annual Fund Phonathon since the first semester of his freshman year. In that first year, Matt developed a specialty of soliciting pledges from alumni who had previously never contributed to the College, raising

\$525 from 30 non-donors on his way to accumulating \$8,440 in pledges from 161 alumni.

Matt has since become one of the Phonathon co-chairs who trains new callers and supervises the work of the

Phonathon teams. He attributes his success with the phonathon to what he calls "a tradition of giving." "I try to stress the tradition of giving at Elizabethtown that allows those who follow to receive the benefits of those who came before," Matt says. "I know that when I leave here, those who follow me will be counting on my support, too." **E**

"I know that when I leave here, those who follow me will be counting on my support, too."

—Senior Matt Ellis

Barry Freidly '69 Is New Major Gifts Officer



"It's hard to believe that it was more than 30 years ago when I first came to Elizabethtown," reflects Barry Freidly '69, a new Major Gifts Officer at Elizabethtown College. "What originally drew me here was the reputation of Ed Bitting and the business department. What draws me back is the knowledge that much of what I have accomplished in life is directly attributable to my alma mater."

In addition to directing the Annual Fund and working on Elizabethtown's endowment campaign, Celebrating a Century — Shaping the Next, Freidly will also be organizing the annual President's Circle events and working with Class Reunions.

"I've had a wonderfully diverse and rewarding broadcast career since leaving the College, including twelve years at WMAR-TV, in Baltimore," Barry says. "I traveled with the Baltimore Orioles, directed the game telecasts, and produced million-dollar-plus telethons for local non-profit organizations," he adds.

In 1990, he began a new career. "I combined my television and fund-raising skills and went to work generating support for the educational mission of Maryland Public Television."

Barry is looking forward to getting involved at Elizabethtown College. Part of his job will entail extensive traveling to meet and talk with friends of the College. "I'll be on the road visiting old friends of mine and making new ones among the many alumni I've yet to meet. Now I have the privilege of helping today's alumni leave a legacy for the students of the next century." **E**

Anyone wishing to contact Barry can do so by calling 717-361-1153 or emailing him at freidlbp@acad.etown.edu.

Annual Fund Fact

Checked the price of a good pair of running shoes lately? Division III athletic programs like those at Elizabethtown do not have lucrative contracts with Nike, adidas, et al. Equipping 16 teams with 365 pairs of cleats, running shoes, basketball shoes, and everything in between costs the College a total of \$16,785 per year. Annual Fund support helps to underwrite athletic equipment, from footwear to headgear, and your support helps keep Blue Jay sports teams competitive. **E**



CLASS NOTES

'25

Class Correspondent:
Vera R. Hackman
3001 Lititz Pike
Lancaster, PA 17606-5093

'29

E. Grant Herr and his wife, Sara, celebrated their 70th wedding anniversary.

'30

Class Correspondent:
Marion G. Fuhrman
300 W. Lemon Street, #224
Lititz, PA 17542-2311

'31

Class Correspondent:
Evelyn S. Hummer
215 Waldan Chase Circle
Woodstock, GA 30188

'33

Class Correspondent:
Esther M. Bucher
Box 5093
3001 Lititz Pike
Lancaster, PA 17606-5093

'36

Class Correspondents:
Dr. Franklin K. Cassel
3001 Lititz Pike
Lancaster, PA 17606-5093

Helen E. Gross
204 Frederick Street
Highspire, PA 17034-1301



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via email to:

magazine@acad.etown.edu

'37

Class Correspondent:
Wilbur E. Weaver
915 College Avenue
Elizabethtown, PA 17022

'39

Class Correspondent:
Marion B. Long
2239 Marietta Avenue
Lancaster, PA 17603

'40

Class Correspondent:
Pearl M. Risser
The St. Charles, #220
717 Maiden Choice Lane
Catonsville, MD 21228-6113

Lena Herr retired as organist for the Myerstown Church of the Brethren.

'42

Betty Lutze and her husband, Frank, celebrated their 50th wedding anniversary.

'43

Class Correspondent:
Harvey S. Kline
207 Hope Ln.
New Oxford, PA 17350-8528

'44

Class Correspondent:
J. Jack Melhorn
2189 Morningside Drive
Emporia, KS 66801-5436

'48

Myrtle N. Haldeman had 13 of her paintings displayed at the Morrisons Cove home in Martinsburg, Pa.

'49

Class Correspondent:
Clyde R. Shallenberger
228 Tyrone Circle
Baltimore, MD 21212-1120



Dr. Dwight L. Evans '70

Rev. Curtis Dubble was the keynote speaker at the Capital Fund Campaign of Harrisburg Church of the Brethren's commencement dinner on June 7, 1997. After 45 years at his podiatry practice, Dr. Donald Fink has retired.

'52

Class Correspondent:
Carl B. Kaufman
56 Pheasant Court
Elizabethtown, PA 17022-9206

'54

Class Correspondent:
G. Duane Smith
2940 W. Garfield
Phoenix, AZ 85009-3925

Janice L. Ruhl was named president and chairman of the board of Jacob L. Ruhl Inc., an insurance firm based in Mannheim, Pa.

'55

Class Correspondent:
Hazel C. Deming
540 Bridle Road
Glenside, PA 19038-2002

James M. Miller had a new book published by John Wiley titled, *Basic Gas Chromatography*, with H. M. McNair. He resides at 8 Oxford Lane, Madison, NJ 07980.

'56

Class Correspondent:
Marie K. Brubaker
34 Harvest Road
Lancaster, PA 17602-1102

Jay A. Gible retired from the position of health and welfare consultant for the General Board of the Church of the Brethren. Rev. Ralph Z. Moyer retired as pastor of the Lititz Church of the Brethren after 17 years of service.

'57

Class Correspondent:
Gloria K. Knappenberger '57
29582 Fox Grove Road
Farmington Hills, MI 48334

Ina Reichard Shreiner retired from the Chambersburg Area School District after over 25 years of working as the audio visual programmer for the middle school. She resides at 2156 New Franklin Rd., Chambersburg, PA 17201.

'58

Class Correspondent:
Rachel K. Spease
10 Strawberry Ln.
S. Hills
Lewistown, PA 17044-2629

Rev. Amos V. Cunningham is serving as the interim pastor of the Skippack Church of the Brethren in Collegeville, Pa. Tolbert Prowell was the guest speaker at the introduction of Mechanicsburg Museum Association's exhibit "Nostalgic Radios." Gary W. Stabley is retired and resides at 13 Harborview Rd., Lewes, DE 19958.

'59

Class Correspondent:
Donald R. Slonaker
RD 3, Box 326
Hanover, PA 17331-9402

Terry Bush, president of Hood, Light and Geise Inc.,

An Alumnus' Literary Path to Cope with Loss

by Roscoe Barnes III

On a chilly day in October 1996, Scott Weaver '69, who has covered sports for *The Record Herald*, a daily newspaper in Waynesboro, Pa., for more than 20 years, did something he'd never done before. He picked up his pen and started to write about suffering.

In a five-part series that made the front pages of his paper, he graphically told of his wife, Karen's, struggle with cancer—and her eventual death in December 1994.

"When I had written previously for the paper about things other than sports, readers responded favorably. I started thinking it was time to put something on paper for all the people who knew our situation," Weaver says.

"A lot of people thought it was difficult to write," he says. "But I just tried to write it as well as I could. I didn't sit in depression like some people were expecting.

"I was extremely surprised with the response," he says. "It was such a huge amount. Unfortunately, the first written response was negative. It made me wonder if maybe I shouldn't have written the series."

A woman who had survived cancer wrote a letter critical of the story and questioned the paper's use of it, claiming it would scare people. In response, *The Record Herald* published an editorial that admitted Weaver's story was not easy to write or to read.

"Only those who have been through a tragedy of that magnitude can imagine how difficult it was to live," the paper stated. "We hope the Weavers' story helps others who are going through the same battle. Sometimes the knowledge that we are not alone can be comforting."

Before the series ended, a good number of people applauded Weaver. "There were a couple of letters that made it all worthwhile," he says.

In April 1997, Weaver repackaged the series into a 50-page book titled *Karen's Struggle*. The book features photos, artwork, a foreword by a local pastor, and a tribute by a relative. Weaver self-published the book and is donating all proceeds to the American Cancer Society.

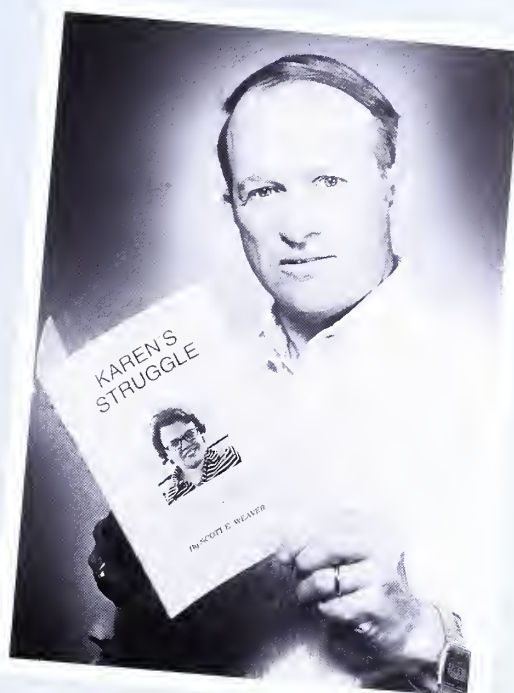
Weaver's greatest comfort came on a Saturday afternoon during his first book signing, where for two hours, more than 20 women poured out their hearts to him. They told of their own struggles with cancer, while thanking him for sharing his wife's story. Some told of family members who'd died—like Karen.

The story, as it appeared in *The Record Herald*, won a first-place award for Best Feature Story in the 1997 American Publishing Company newspaper contest.

"In the course of life, there are certain things you are meant to do," Weaver says. "And writing this story may have been something I was meant to do." **E**

Note: Karen's Struggle is available by mail. Send \$5 plus \$1.50 for postage and handling to: Scott Weaver, 357 Barnett Ave., Waynesboro, PA 17268. Proceeds benefit the American Cancer Society.

The author is a staff writer for The Record Herald of Waynesboro, Pa.



and Tod Shedlosky '82, president of MicroE, a Web integration division of MicroEnterprises, joined their companies in a marketing venture to produce multimedia presentations and to create Web sites.

'60

Class Correspondent:

Joyce W. Zimmerman
87 Mine Rd.
Lebanon, PA 17331-9402

John E. Devereux is living at 6865 SW 45 Lane, #1, Miami, FL 33155. Barry L. Stevenson retired as CIA deputy director of East Asian analysis in August of 1997, and was awarded the Intelligence Medal of Merit in January of 1998. He and his wife, Joyce, live at 422 West Main St., Waynesboro, PA 17268.

'61

Class Correspondent:

Janice F. Cromer
621 Country Club Road
York, PA 17403-3431

Warner H. Cheeks resides at 5 Snow Trail, Fairfield, PA 17320.

'62

Class Correspondent:

Janet E. Neustadter
1132 Mill Mar Road
Lancaster, PA 17601-1623

'63

David H. Moyer was honored with the New Jersey Association of School Administrators' Distinguished Service Award. He resides at 1929 Teaberry Ave., Williamstown, NJ 08094. Raymond W. Sweitzer is living at 466 Cloverleaf Rd., Elizabethtown, PA 17022. Nancy Karlheim Whaley started her own business called Wheelchair Getaways that rents wheelchair-accessible vans. She lives at 1809 Fox Hunt Lane, Harrisburg, PA 17110.

Globetrotting on the Cutting Edge of Medical Technology

As a young student, New Cumberland, Pa. native Donna L. Reed '78 never dreamed that a 20-mile journey to college would lead to traveling around the globe on the cutting edge of medical technology.

Reed, who by her own estimation has logged "the equivalent of 25 times around the world," is currently employed as a regional marketing manager and resident technical advisor for Genelabs Diagnostics S.A. in Geneva, Switzerland, responsible for sales in, among other places, Europe, Russia, Israel, and India.

"I travel all the time between our offices in California and Singapore, but pretend to have a home in Geneva," she says.

For her ongoing work in the development and technical marketing of diagnostic test kits for a number of viruses, including HIV, she received the 1997 O. F. Stambaugh Outstanding Alumni in Chemistry Award at the College's Homecoming celebration in October.

"Her efforts to effectively deploy rapid diagnostic technology around the world have made significant contributions to the well-being of countless people," says Raymond R. Reeder, associate professor of chemistry and department chair.

After graduating from Elizabethtown with a B.S. in chemistry and medical technology and completing an internship at the York Hospital School of Medicine, Reed began a research career at the University of Pennsylvania and joined E. I. DuPont de Nemours in 1981. Working as a chemist and product leader over the next seven years, she was at the forefront of the development of diagnostic methods to detect HIV.

"I was fortunate to work for DuPont during this time and had firsthand experience with Dr. Robert Gallo and the National Institutes of Health," she says. "Those times were very exciting, as we were instrumental in bringing to market the needed diagnostic methods for screening blood for HIV."

Reed credits the experience of successfully managing high expectations and obtaining results in the face of mounting deadlines at Elizabethtown for a good portion of her success.

"I had professors who taught me that efforts were not enough, that results were what got graded," she remembers. "And although I can't remember one single formula, Organic Chemistry was the most important course I had, because it built character. The pressure to memorize large amounts of data and pass difficult exams helped me manage myself in other situations where deadlines were short and jobs were tall."

As one of the few women in her field, Donna confronts challenges familiar with many women pioneers, as well as unusual situations.

"Most of my customers are women and appreciate getting away from the 'old boy' type of salesmanship," she notes. "It is also interesting in some Middle Eastern countries that it is forbidden for a man to shake a woman's hand (an essential part of sales). This gives me an advantage, because I can close a deal with a handshake, whereas my male counterparts have to send a fax!" E



'64

Class Correspondent:
Maryann E. Brownback
226 W. 5th Street
Florence, NJ 08518-2314

Phil Bender was appointed to the position of eastern region director for the long-term care business segment of Johnson & Johnson. He and his wife, Sue '67, reside at 5 Deer Run Drive, Exeter, NH 03833.

Mark Miller was hired as the principal of the Wilmington Christian School in Delaware. Robert E. Wittlinger is working as the general manager for Klos Containers, Inc.

'65

Class Correspondent:
Carol C. Gross
140-33 34th Avenue
Apt. 3-F
Flushing, NY 11354-3009

Rev. Kenneth L. Knosp is working for the Gulf States Conference of the Seventh-Day Adventist Church.

Ronald Mitchell is retired, but continues to teach adult education computer courses, and his wife, Audrey '66, is teaching second grade in the Forbes Road School District. They reside at 45 Valley View Drive, McConnellsburg, PA 17233.

'66

Robert Feltman is working as the assistant to the pastor of Faith Evangelical Congregational Church in Lancaster, Pa. Rev. Kathi Donaldson Griffin is working full time at the Michigan National Bank, and part time as pastor of Muskegon Church of the Brethren. She lives at 137 Wallinwood Ave. N.E., Grand Rapids, MI 49503.

'67

Class Correspondent:
Maryann Unangst
2666 Bantam Lane
Lancaster, PA 17601-3718

Dr. Jeanne Cranks is an adjunct professor at Duquesne University where she contributed to a book titled *Reading in the Middle School: An Integrated Approach*. She serves as chair for the Pittsburgh Area Alumni Chapter steering committee, and is a member of the Alumni Council. She is also a reading specialist for the Fox Chapel Area School District. **Roy Folmer** is working as an account executive for Drake Beam Morin, Inc. **Peter Wallace** started his own business reproducing 18th-century wood furniture.

'68

Class Correspondent:

Linda R. Matesvac
R.D. 8, Box 80
York, PA 17403-9622

Susan Nolt was named as the administrator for the Schock Presbyterian Home in Mount Joy, Pa.

'69

Class Correspondent:

Glenn E. MacPherson
180 Yacht Club Way, Apt. 211
Hypoluxo, FL 33462-6027

Ronald Boose is working as the associate director of the Pennsylvania Council on Alcohol Problems and the Pennsylvania Alcohol Education Foundation. **Dennis A. Getz** was appointed to the Pennsylvania Academy of Music board of trustees. **Paul Heil's**, "The Gospel Greats," was named one of the top 25 U.S. syndicated weekly radio programs. **Jeanette M. Hoffman** is living at 18 Runyon Rd., Hummelstown, PA 17036. Her son, Michael, is a senior business major at Elizabethtown. **Dr. Connie M. Maclay** is teaching a course titled "Adult Literacy: Focus on Volunteers," sponsored by the Tuscarora Intermediate Unit Adult Education and Job Training Center and Pennsylvania State University. She also works as the director of the Mifflin-Juniata Special



Judi Krasowski '90 and Capt. Dick Fulton were married in the Air Force Academy Chapel.

Needs Center. **Dale E. Matt** is a partner at Dorwart & Andrew, C.P.A. His wife, **Martha '70**, is a part-time aide in the Manheim Township Library, daughter Amy is a nursing student at University of Pittsburgh, and daughter Laura will be pursuing a degree in physical therapy.

'70

Roy A. Arnold, Jr., is vice president of finance and administration for Engle Business Equipment, Inc. **Ted E. Derrick**, the executive director of Integrity Financial Services, earned the chartered mutual fund counselor designation from the National Endowment for Financial Education in Denver, Colo. He also earned the title of certified fund specialist from the Institute of Business and Finance. **Dwight L. Evans** was named chairman of the University of Pennsylvania Medical Center and Health System's department of psychiatry. **L. Diane Legros** owns Le Print Express located inside the Belle Vernon Wal-Mart Supercenter. She resides at 342 Forest Drive, Belle Vernon, PA 15012. **Dr. Georgetta Lupold** was named the 1997 campaign chairperson for the Tri-Valley Charities. She is employed as

a physician with the Geisinger Medical Group-Tri-Valley. **Steven L. Reinhold** is vice president of sales for Engle Business Equipment, Inc.

'71

Class Correspondent:

Jill Lepre
216 Oak Street
Massapequa Park, NY 11762

Patricia D. Donaldson served as the co-facilitator for the National Writing Project's Summer Institute at Penn State Harrisburg, which was sponsored by the Capital Area Writing Project. She resides at 91 Bowling Rd., Harrisburg, PA 17112. **Thomas C. Field** was awarded the Silver Beaver Award in scouting, and his son, Tom, earned Eagle Scout. **Ronald J. Gordon** is the web administrator for the Church of the Brethren Network (COB-NET). **Rev. Dr. Dennis Hollinger** was named as the new dean of college ministries and college pastor at Messiah College. **Gerald O. Morgenthall, Jr.**, is the fire chief for the West Peculiar Fire Protection District. His new mailing address is P.O. Box 525, Peculiar, MO 64078. **Samuel W. Neff** is the chief financial officer of S. Clyde Weaver smoked meats and

cheese, which he co-owns with his brother, Daniel. **Thomas R. Poulin** graduated with a masters degree in electrical engineering from the Hartford Graduate Center and currently works for Sorvall Products L.P. He resides at 169 Settlers Hill Rd., Southburg, CT 06488. **Jamie H. Rowley** works for Wenger Feed Mill, Inc., as the director of human resources. **Beth J. Rudy** is living at 421 Susan Rd., Harrisburg, PA 17109. **Robert K. Waltz, Jr.**, received an International President's Award for service to Lionism and community service from Augustin Soliva of Brazil. He resides at 4099 Valley Rd., Harrisburg, PA 17112.

'72

Class Correspondent:

Janet A. Shoemaker
19 Wyngate Place
Somerdale, NJ 08083-2410

Jeffrey W. Byers was elected to the Strand-Capitol board of directors. **Barbara Rotz** is employed by Shippensburg University, and her husband, John, works for Financial Trust Co. They reside at 2514 Keller Rd., St. Thomas, PA 17252. **Brion R. Smoker** was asked to serve as a U.S. delegate to the 1997 conference of the Asian-Pacific network of accountants. He is president of Smoker, Smith & Associates P.C., a Hershey, Pa. accounting firm. **Robert L. Weigner** was awarded the Certified Fund Specialist Award, the only nationally recognized mutual fund designation, by the Institute of Certified Fund Specialists.

'73

Class Correspondent:

Melinda M. Bergen
415 Arden Road
Conshohocken, PA 19428

John K. Baughman is serving his 15th year as president of the Cornwall-Lebanon Education Association, and his eighth year on the board of

Music Therapist Takes Her Music to New Audiences

Since Susan Herrick graduated from Elizabethtown College in 1985, she has been writing, singing, performing, and helping others through her work in music therapy.

"During college and in the first years out, I worked more in the therapeutic realm," she says, "witnessing and facilitating others in creating and participating in music that would have a positive effect."

However, Susan began to miss the performer that was very much alive in her. She took a sabbatical from her clinical job to embark upon a trip cross country, during which she composed her first album, "Loving Me," which was released in 1986. She released three more CD's after "Loving Me." "Truth and the Lie" was released in 1991, and "Soul Chant" was released in 1994. Her latest CD, "PAINT," released in 1997 by Gadfly Records, is described by Susan as "a celebration of the creative spirit."

According to Susan, "These songs are a culmination and result of several years of research and personal experience into the realm of creativity as it relates to original and contemporary cultures, to community, and to relationship with self and others. This was a substantial step for me in discovering the merging between the artistic and the healing realms."

In 1992 Susan began working with movement therapist and educator Dr. Alice Rutkowski. The system that Dr. Rutkowski uses is known as Motional Processing®. This technique involves a multidimensional, multisensory, and integrative system of drawing, writing, moving, music, voicing, and theatre. Susan's original intent was to expand her performance skills. She would use movement therapy to uncover parts of herself that she experienced as frozen, shaky, or disconnected when she was on stage.

Susan began by drawing images of her shaky legs on stage, her body turning away from the performance, and of her frozen and disconnected body. "I found that as I drew, moved, wrote, and created music to express or vocalize aspects of myself and my life, I was finally addressing my multidimensionality in a multidimensional way. I was more wholly resolving the past, stepping into the present, and embracing the future."

This process along with a concurrent master's degree in Participatory Arts from Norwich University in Vermont provided inspiration for the theme and songs found on her new CD, "PAINT." She toured in a number of cities in the fall of 1997, including Salt Lake City; Kansas City, Mo.; Atlanta; Nashville; and Anchorage; as well as many East Coast cities.

Part of Susan's tour included joint workshops presented by her and Dr. Rutkowski. These workshops dealt with movement, music, and voice for different groups, including teachers, adolescents, therapists, eating disorder and sexual abuse populations, persons with AIDS, as well as the general population. The tour also included workshops which Susan facilitated, largely on the voice as a tool for healing and creating, and/or connecting people's life stories to drum rhythms. The bulk of the tour was spent performing her new album.

Reflecting back on her experiences at Elizabethtown she says, "The work I did at the College definitely influenced and informed my writing and singing. Vocal direction from John Stites, keyboard direction from Otis Kitchen, music composition direction from Darrell Douglas, and guitar direction from David Cullen all served to increase my pallet of possibilities from which to create."

Susan's CD, "PAINT," and her earlier recordings are available at many Borders Book Stores as well as through LadySlipper Distribution at 1-800-634-6044. **E**



directors for the Lebanon County United Way. He resides at 1516 Lititz Pike, Lancaster, PA 17601. **Janet Gingrich** lives at 1603 Stech Drive, Bridgewater, NJ 08807. **George H. Robbins, Jr.**, is employed as a Project Leader for Blue Cross/Blue Shield of South Carolina. He resides at 70 Nature Lane, Elgin, SC 29045.

'74

Class Correspondents:

James T. Brown, Jr.
365 Greenland Drive
Lancaster, PA 17602-3356

Wendy Brown
365 Greenland Drive
Lancaster, PA 17602-3356

James Brown was promoted to senior analyst at Wyeth-Ayerst Laboratories' Radnor campus. **Randy A. Bussard** was appointed as the middle school principal of the Chestnut Ridge School District, and is also a member of a Promise Keepers group. He resides at 155 Mountain Ridge Court, Berlin, PA 15530. **Bryan D. Coleman** was promoted to vice president of property management at Liberty Property Trust. **Douglas C. Williams** was appointed to the position of executive director of Mon Yough Community Services Board in McKeesport, Pa.

'75

Class Correspondents:

Barbara J. Larmom Failing
660 Lindley Road
Glenside, PA 19038-2043

Gwen M. H. Bailey
26 Sullivan Road
Stoughton, MA 02072-3352

Leonard S. Black is employed as bureau chief of the New Jersey Department of Corrections. He and his wife, Margaret, reside at 15 Sprague Turn, Hamilton, NJ 08610. **Navy Cmdr. Thomas Humphreville** left for a six-month deployment to the Mediterranean Sea on the air-

craft carrier *USS John F. Kennedy*. **Rev. Charles E. Mock** was elected as president of the Pennsylvania State Baptist Convention. **Lawrence Reich** married Desiree Venella in the Concordia Lutheran Church, in Columbia, Pa. His two sons, Stephen and Kevin, served as best men. Reich is working as a certified public accountant/tax manager for Ross, Buehler, Falk & Associates. **Patricia K. Smith** graduated with a masters in education from the University of Delaware in January of 1997. She lives at 12 Higgins Rd., Newark, DE 19711. **Elaine F. Tuttle** started her own business management consulting firm, E. F. Tuttle & Associates. **William A. Wewer, D.O.**, was elected to a ninth term as secretary/treasurer of the Pennsylvania Osteopathic Medical Association. He is a member of the Pennsylvania Osteopathic Family Physicians Society and a fellow of the American College of Osteopathic Family Physicians Society.

'76

Class Correspondent:
Deborah J. Stewart
250 Scenic Avenue
Bloomsburg, PA 17815-8228

John R. Flaker is employed as a strategic account manager for Hyperion Software. **Valerie A. Metzler** has started her own business as a freelance archivist. **E. Gary Nentwig** was named as general manager of real estate in the treasurer's department at Armstrong World Industries Inc. in Lancaster. **James A. Perry**, who works as executive director of the Pennsylvania Public School Employees Retirement System, was named the Pennsylvania College of Technology alumnus of the year for 1997. **Beth Ey Saunderlin** celebrated the birth of her son, Gareth William, on October 24, 1997. Her mailing address is P.O. Box 342, Alloway, NJ 08001. **Steven H. Smith** was elected to the position of vice president finance and treasurer of

the Mack Printing Group. **Gary S. Thomas** is employed as the area sales manager for PNC Mortgage in Lancaster, Pa. **James Webb** is working as the publisher of Berks-Mont Newspapers, and he is the chairman of the PNPA's Weekly Newspaper Committee.

'77

Class Correspondent:
Myla E. Uppercue
14520 Wessex Street
Tampa, FL 33625-6619

Andrew Hoffman was sworn in as the West Manheim Township supervisor. He is also the co-owner of the Hanover Lantern. **Marlys Hershberger**, a Spanish teacher at Central High School, traveled to Costa Rica with 15 other educators through the Fulbright Faculty Development Seminar, which is co-sponsored by the Baker Institute of Juniata College. **Lynn Jordan** is employed by Bank One, Columbus, Ohio, and has two children, Samantha (age 7) and Garrett (age 11). They are living at 150 Briarland Blvd., Powell, OH 43065.

'78

Class Correspondent:
Andrew J. Folmer
115 Stanley Drive
Palmyra, PA 17078-9145

Thomas A. Byers, CPA, earned the certified financial planner designation as authorized by the Certified Financial Planner Board of Standards. **Laura Dague** presented a book talk on *Sylvia Plath: Her Life and Poetry* at the Adams County Library where she is employed as a reference librarian. **Donald F. Nolan** is working as the regional manager of data processing for American Life Insurance Company Middle East and Africa. His wife, **Nancy '79**, is the coordinator, and a fourth grade teacher for the Emirates International School. They have been living in Dubai, one

of the cities in the United Arab Emirates, for the past 13 years with their three children, Danny (age 17), Keeley (age 14), and Becky (age 13). **Kathryn Mede** was hired as the senior financial analyst for the corporate headquarters of Burnham Corporation.

'79

Class Correspondent:
Kathy Kelly Abrecht
1475 Eden Drive
Frederick, MD 21701-4489

Caryn Cziriak is an associate programmer analyst for Rescot Systems Group. **Cathy Dolhi** received the 1997 Outstanding Graduate Award from the Elizabethtown College department of occupational therapy. She currently works for Associated Occupational Therapists Inc. **Robert F. Finger** was named vice president of Superior Walls of America Ltd. **Barbara Valavanis** spoke on "The State of the World in the '90s," at the GFWC/Lancaster County Federation of Women's Clubs' annual fall meeting dinner.

'80

Michael Pizzi was asked by the World Health Organization to host four Chinese physicians on their research and study tour of Japan and the United States. Michael is the executive director of the National Center of Wellness and Health Promotion in Silver Spring, Md., and will be attending his Sixth National Alternative Medicine and Wellness Conference. **Carolyn Sayers** is the coordinator of Volunteer Services/Community Relations at the Sunbury Community Hospital in Pa.

'81

Class Correspondent:
Rochelle A. Shenk
11 Marquis Court
Lititz, PA 17543-7612

F. Allen Artz III performed an



Erin Doherty and Creighton Faust '91

organ concert entitled "Comes Autumn Time" at the Cathedral Basilica of the Sacred Heart in Newark, N.J. **Richard A. Grove** was hired as the financial director for the city of Reading, Pa. **Dana Heckman** is working as a administrative officer for the National Cancer Institute in Rockville, Md. She lives at 110 Garfield St., Waynesboro, PA 17268. **Luanne B. Stauffer** is the executive director of the Upper Perkiomen Valley Chamber of Commerce.

'82

Class Correspondent:
Susan R. Reed
2535 Hartwell Court
Lancaster, PA 17601-2972

Michael G. Doerr was named a registered representative in the investment management and trust services department of Fulton Bank. **Kathy H. Galbraith** was the 1997 recipient of the Promus Hotels President's Award, which recognizes outstanding employees from the 34 Homewood Suites Hotels. **Suzette Kreider** is the Emergency Medical Services director, and a claims supervisor for Capital Blue Cross in Harrisburg. **Frank Lamberta** is working as an account exec-



Roni Bell '92 (left), who married Robert McCarty, with classmate and matron of honor Caci Babinchak (right).

utive for Sun Microsystems Inc. He and his wife, **Patty '83**, and their three children, Michelle (age 6), Nicole (age 4), and Daniel (18 months), are living at 7 Hendrick Rd., Flemington, NJ 08822. **James O. Rimel, Sr.**, is a public safety regional director with the Defense Distribution Region East, New Cumberland, Pa.

'83

Roy Bickel has a tax preparation business in Lewisburg, Pa. **Dennis E. Boyle** works as an attorney with Nauman, Smith, Shissler & Hall in Harrisburg, Pa. He and his family reside at 1441 Raven Hill Rd., Mechanicsburg, PA 17055. **Diane D. Campmar** had her second child, Daniel, in January of 1997. They live at 521 Danille Drive, Hatboro, PA 19040. **Russell E. George** works for Day-Timers. He and his wife live at 3265 Sequoia Drive, Macungie, PA 18062. **Timothy L. Ruhl** was named vice chairman of the board of directors at Jacob H. Ruhl, Inc. **David C. Wenger** and his wife, Ann, had their first child, Matthew Snyder, on December 21, 1997. Wenger is employed by the Allen Organ Company, and lives at 5601 Grace Ave., Bethlehem, PA 18017. **Tamara W. Zavislan** is the director of development for the National Association

for Music Therapy, Inc. She resides at 508-06 Eastview Terrace, Abingdon, MD 21009.

'84

Class Correspondent:
Dorothy J. Hess
4307 Rosewood Lane
Allentown, PA 18103-9648

Cheri Flynn moved to the Outer Banks, N.C., with her husband, Gene. She is working in the finance office of the town of Kill Devil Hills, and her husband has his own chiropractic practice. Their address is 700 Skipjack Lane, #E10, Kill Devil Hills, NC 27948. **Clark L. McSparren** was promoted to technical sales engineer at Martex Circuits. He lives at 360 Esplanade Ave., #15, Pacifica, CA 94044.

'85

Class Correspondent:
G. Timothy Bowman
3307 Waterford Drive
Pittsburgh, PA 15238-1151

Scott M. Evans is employed by TVC Incorporated, Hershey, Pa., and he resides at 43 Brookview Drive, Lititz, PA 17543. **Dr. David E. Mastrotta** was married to Karyn M. McDaniel on September 14, 1997. **Kimberly Page** had her

second child, Graham Paul, on June 30, 1997. She is a lawyer and works out of her home at 1173 SW Klickitat Terrace, Oak Harbor, WA 98277. **Ross Vecchio** was named the general manager of the Lehigh Valley Black Diamonds baseball team.

'86

Class Correspondent:
Jennifer A. Miller
237 Heritage Road
Cherry Hill, NJ 08034-3148

Laura A. Fecile was married to Brian T. McLaughlin in the St. Ignatius Loyola Roman Catholic Church in Whitfield, Pa.

'87

Class Correspondent:
John N. Snader
993 Lincoln Heights Avenue
Ephrata, PA 17522-1543

Sonia Boss and her husband, Pier Acone, have two boys, Jeremy (age 3) and Justin (15 months). She continues to display her artwork at juried shows, and he is a construction foreman. **Elyse Braxton** was hired as manager of new business development for Clinical Trial Services in Audubon, Pa. She lives at 5 Holly Court, Lafayette Hill, PA 19444. **J. Brian Cassel** has been doing program evaluation at GMHC since 1991, and is an adjunct professor in the Graduate School of Arts & Sciences at New York University. Cassel also received his Ph.D. in social-personality psychology from City University of New York in 1995, and was married to Kate Nash in December of 1997. They reside at 445 Seventh Ave., Apt. 1R, Brooklyn, NY 11215. **Mary Ellen Clark-Ballard** moved to 453 Westmoreland Drive, Stephens City, VA 22655 with her husband, Dave, and their four children, Christopher (age 8), Alicia (age 6), Ryan (age 2), and Becky (age 1). **Charles Eugel** celebrated the birth of his second son, Joseph, on October 10, 1997. Eugel is cur-

rently a teacher at the Fairfield Area High School in Fairfield, Pa., and he lives at 15 Georgetown Rd., Walkersville, MD 21793. **Melinda Fulton** was hired as assistant director of meetings and conventions for PNPA in Harrisburg, Pa. **Dr. Beth Boyer Kollas** was appointed faculty instructor in the department of biological and allied health sciences at Bloomsburg University, and she continues in her positions as Executive Director of Campus Ministry and chair of the University AIDS committee. She was appointed to the AIDS National Interfaith Network Board of Directors, and was placed on the CDC National AIDS Resource List because of her work in the area of HIV/AIDS. Kollas celebrated the birth of her second child, Sarah, in October of 1996. Sarah joins her older brother Paul (age 8). **Perry Merlo** and his wife, **Andrea '91**, had their first child, Serena Alyce, on September 14, 1997. **Jennifer Fanella Snyder** is a teacher in the East Windsor Regional School District in East Windsor, N.J. She and her husband, Thomas, live at 65 Wickom Ave., Hamilton Square, NJ 08690. **Ellen O'Connell Tubbs** and her husband, Mike, had their second child, Mary, on March 31, 1997. Mary joins her older brother Sean (age 4), in the family home at 302 Sonoma Drive, Allen, TX 75013. **Joel A. Waite** had her second child, Marisa Nicole, on January 28, 1997. Marisa joins older sister Emma Claire (age 3). **Nate Webber**, coached the McCarristin Catholic High School boys' basketball team to the New Jersey State playoffs for the second year in a row. Webber was also named the assistant athletic director for the Hamilton, N.J., school.

'88

Class Correspondent:
Lynn M. Hechmer
11221 Woodrush Court
San Diego, CA 92128

Philip J. Billoni is finishing his first year of residency in

Searching the Savanna for the Black-Masked Finch

by Christa Koppenhoefer '94

The cackling roosters got to me before the alarm clock did. It was 5:15 a.m. when I jumped down from my bunk to get my gear together for another morning on the savanna, deciding to hold off on the cold, brown-water shower until the warmer part of the day. After breakfast by candlelight, I set out with a map and binoculars in hand, trudging through sometimes waist-high grass covered with heavy morning dew. Flocks of white-eyed parakeets and chestnut-fronted macaws squawked their tunes as they made their way across the busy savanna airway. I had come in search of the black-masked finch.

Along with 11 other Earthwatch volunteers, I spent two weeks in August assisting Dr. Robin Brace of the the University of Nottingham with a research project on Bolivia's savanna birds. We were stationed at the Beni Biological Station (BBS), a protected 'Man and Biosphere' reserve that hosts nearly 500 species of birds and more than 100 species of mammals. Through the study, Dr. Brace was investigating the impact that both burning and grazing have on the utilization of the savanna by threatened and near-threatened birds. Ultimately, she hopes to develop management guidelines which promote the conservation of savanna birds within and adjacent to the BBS, in the Beni region of Bolivia, and elsewhere in South America.

After an orientation to the birds under study and the savanna itself, we set out in groups to map areas of the reserve, collect vegetation samples and insets, and tend mist nets, as well as spot and observe the behavior of birds including the threatened black-masked finch. Highlights of the expedition included camping in the nearby rain forest, night walks to search for nocturnal birds and mammals, sightings of red howler and squirrel monkeys, and, yes . . . eating toasted grubs! (That part was optional, mind you.)

When the day's work was done, the noisy macaws headed back to their roosts behind our dormitory, and the chorus of frogs tuned up. Bats took control of the airways while the mosquitoes made their presence felt. For two weeks I was in a place that was full of life and virtually cut off from the rest of the world. No phones, no hot water, no television, no news, and not even an entrance ramp to the information superhighway.

Some people might think that living under such circumstances is 'for the birds.' For me, being disconnected from everything else for two weeks meant being more closely in touch with some beautiful and amazing creatures of this miraculous earth. And in this particular case, it was ultimately for the birds. **E**

Christa is a development specialist for the National Council of La Raza in Washington, D.C., a national non-profit civil rights advocacy group working on Hispanic issues. She was a sociology major with a Spanish minor at Etown and participated in the Brethren Colleges Abroad (BCA) program in Ecuador. As a result of this experience with Earthwatch, she has enrolled in the environmental law and policy program in the U.S. Department of Agriculture graduate school. She can be reached by email at ckoppenh@nclr.org.



internal medicine. He and his wife live at 710 Champion St., Steilacoom, WA 98388. **Jill Garner** is employed by Swigart Associates on an as-needed basis as an accountant. **Andrew Gulati** was named reference librarian at Franklin & Marshall College. **Thomas Houghton** is an archives specialist at the National Archives in College Park, Md. He and his wife, Susan Anne Francis, live at 507 White Oak Drive, Severna Park, MD 21146.

Kristin Espenhorst-Lute is a first grade teacher at the Page County Public School in Luray, Va. She resides at 9618 John Sevier Rd., New Market, VA 22844. **Elizabeth Anderson Martin** celebrated the birth of her son on September 8, 1997. She works for the United Way of York County, and resides at 459 Kirkham Drive, York, PA 17402.

Colleen Cameron Pavlovic is working on her doctorate in education at Indiana University of Pennsylvania while helping her husband, Robert, with the family business (biosolids recycling). They are joined by twin daughters, Cayla and Natalie (age 3) in their home at 100 Locust Lane, Indiana, PA 15701. **Diane Miller Thalman** and her husband, Bill, celebrated the birth of their third child, Heather Frances, on April 27, 1997. Heather joins her older sister and brother, Rachel Christine (age 3), and Brian Michael (age 2), in the family home at 474 Shelbourne Drive, Pittsburgh, PA 15239. **Ann Tilghman** works as a specialty leasing



Derek Scott '95 and Abigail Shoemaker '92 were married in September.



Several generations of Elizabethtown alumni attended the wedding of Martha Ladd '95 and Lynn Rau, including (front row, left to right): Lisa Emery '63, Doris Weir Ladd '63, Martha Ladd Rau, Lynn Rau, Megan O'Brien Munney '95, and Jennifer Kabatt '95. (Second row, left to right): Nancy Wolfgang Anthony '63, Tammy Hayes Hartman '96, Marisa Bowman Hombach '95, and Kerry O'Brien '00. (Third row, left to right): Shirley Waters Garrett '63, Joann Metzler Herr '63, Glenn Hartman '95, Michael Hombach '97, Elizabeth Havener '94, and Carol Schappell Motto '96. (Fourth row, left to right): Robert Garrett '64 and Bernie Anthony '65.

manager for ERE Yarmouth Retail in Lancaster, Pa. She and her husband, Chris Crowley, live at 4810 Millers Rd., Hampstead, MD 21074. **Bonnie L. Westheaffer** was married to Kirk A. Thoman on October 18, 1997. She is employed in the human resources department of CoreStates Bank.

'89

Class Correspondents:

Harriet L. Petrocelli
24 Plympton Street #2
Woburn, MA 01801-2917

Karla G. Krengel
1555 N. Sandburg Terrace
Apt. 105
Chicago, IL 60610-1333

Douglas E. Baker and his wife, **Deanna '90**, celebrated the birth of their first child, Evan Marshall, on May 26, 1997. **James J. Campi** left his position as press secretary for U.S. Rep. George W. Gekas to become the media director of Citizens Against Government Waste, a Washington-based group. **Dr. Scott Fell** completed his emergency medicine residency, as the chief resident, at the Albert Einstein Medical Center. Fell moved to Venice,

Fla., to join a group practicing in the Emergency Department of Bon Secours Venice Hospital. He and his wife, **Dr. Christina Kukula '90**, are living at 1475 Seafarer Drive, Osprey, FL 34119. Kukula finished her family practice residency at the Crozer Keystone Family Practice and has entered the Urgent Care-Family Practice, which is in Venice. **Donna Greitz Gascho** and her husband, Jeffrey, celebrated the birth of their daughter, Emily Anne, on August 3, 1997. The family is now living at 152 Reflection Rd., Toms River, NJ 08753. **Jeffery Green** is a chemistry teacher in the William S. Hart Union High School District, Santa Clarita, Cal. He lives at 23841 Arroyo Park, Apt. #811, Valencia, CA 91355. **Lisa Maccagnano-Hall** is working as a masters-level clinician at Catholic Community Services. She and her husband, Michael, announced the birth of their first child, Andrew Michael, on September 30, 1997. They are all residing at 37 Ertman Drive, Whippany, NJ 07981. **James P. Helt** was named the vice president senior lending officer at Peoples State Bank in Hanover, Pa. **Scott LeCalsey** is working as a territory sales

manager for Wilkinson Manufacturing Company. He and his wife, Mary, and their two children, Austin (age 9) and Alexis (18 months), live at 4125 Dollar Lane, DePere, WI 54115. **Beth Powell** is employed as an operations manager for Snelling National Accounts in Dallas, Texas.

'90

Class Correspondents:

Dana Laricks Little
1250 Summitview Ct.
New Cumberland, PA 17070

Corie L. Lees
106 Riverview Road
Pottstown, PA 19465-7923

Julie Fallert Brown is working for the Capital Area Intermediate Unit in Harrisburg, Pa. **Karla Fleshman** received an honor scholarship from the Columbia Theological Seminary, where she is in her second year in the master of divinity program. **Christine Valerie Jurasinski** received her degree from Penn State University College of Medicine at Hershey Medical Center on May 18, 1997. **Judi Krasowski** was married to Captain Dick Fulton of the U.S. Air Force, on May 17, 1997 in the Air Force Academy Chapel, Colorado Springs, Colo. **Danny Rovito**, attended the wedding and acted as photographer. The Fultons celebrated the birth of their daughter, Taylor Marie, on November 9, 1997. **John T. McGarry** and his wife, Carole, celebrated the birth of their son, Conner Patrick, on December 17, 1997, at St. Joseph's Hospital in Reading, Pa. They are living at 226 S. Fifth St., Womelsdorf, PA 19567. **James M. Muir, Jr.**, was appointed vice president, relationship banking team leader with Keystone National Bank in Lancaster, Pa. **Susan V. Metcalfe** was the first recipient of the Christian and Mary Graf Scholarship for highest academic achievement and superior score on the law school admission test. She is a student at the Dickinson

School of Law, Pennsylvania State University. **Beth Eckerson** was married to James Strab on August 23, 1997. She is employed as a R.N. at Christiana Hospital in Newark, Del., and her husband works for Delcard Associates. **Holly Hess Eckenrode** attended the wedding.

'91

Class Correspondent:

John L. Baxter
323 Windsor Avenue, Apt. 3
Narberth, PA 19072

Bill Andrews graduated from Edinboro University with a masters in language pathology. He works for Dartmouth-Hitchcock Medical Center in Lebanon, N.H., and his mailing address is P.O. Box 137, Enfield, NH 03748. **Amy Jo Bilger** is working as a substitute teacher in business education in the Mount Union Area School District. **Andrea T. Bugash** was married to Timothy Craley on October 4, 1997. The couple resides at 121 South Park St., Daltontown, PA 17313. **Ross P. DiEdoardo** is working as a case manager for a treatment foster care agency in Baltimore, Md. He and his wife, Deborah, have a son, Austin. **Creighton Faust** married Erin Doherty on November 1, 1997, and the couple is living at 6342 Indian Creek Rd., Zionsville, PA 18092. He is working as a realtor for Re/Max, and she is teaching fourth grade in the Salisbury School District. **Judith Garner** was promoted to the position of job cost/accounts-payable manager for Benchmark Construction Company Inc. in Brownstown, Pa. **Heather Grabenstein** resides at 227 Chestnut Lane, Bolingbrook, IL 60440. **Christine Hagan** is the director of public relations and communications at Towson University. She and her husband, Jeffrey, live at 5 Willow Path Court, Baltimore, MD 21236. **Michael Johnstone** is a crisis counselor with the City of Norfolk Community Services Board, and he is liv-

ing at 258 Raintree Rd., Virginia Beach, VA 23452. **Susan Misiolek-Lee** gave birth to her second son, Christopher, on June 17, 1997. She works as an eighth grade math teacher in the Dallastown School District and lives at 210 Laurel Drive, Mount Wolf, PA 17347. **Brian Libby** is working as a programmer analyst consulting for Blue Cross/Blue Shield of Delaware. He lives at 4705 Weatherhill Drive, Wilmington, DE 19808. **Chris Morgan** resides at 4705 Weatherhill Drive, Wilmington, DE 19808. **Gary Prem** is studying at Johns Hopkins University for a masters in education. He and his wife, Charlene, live at 605 Anneslie Rd., Towson, MD 21212. The law office of **Danielle Rouiller** is located at 195 Duke of Gloucester, Annapolis, MD 21401. She lives at 9613 Glendower Court, Laurel, MD 20723. **Colleen Ryan** is teaching sixth grade in the Pt. Pleasant Memorial Middle School, and her husband, Jeff, has finished his masters in administration and supervision. **David Schlegel** is working as chemist for Solkatronic Chemicals, and his wife, **Susan**, is a senior account executive for Merion Publications. They have one daughter, Samantha Brook (age 1), and they live at 18 Chestnut Court, Birdsboro, PA 19508. **Scott Shepperd** married Kimberly Zimmerman on June 28, 1997, in the Our Lady of Perpetual Help Catholic Church in Bethlehem, Pa. **Heather Macken Wenhold** is working as an administrative assistant for Barryn Macken & Daughters in Perkiomenville, Pa. She and her husband, Seth, and their infant daughter, Saya, live at 826 Delong Rd., Allburtis, PA 18011.

**Send Us Your
B/W or Color
Wedding
Photographs.**

'92

Class Correspondent:
Herbert W. Nix, Jr.
9 Linden Avenue
Elizabethtown, PA 17022-1508

John D. Ginder graduated from the Philadelphia College of Osteopathic Medicine, and is an intern at Community Hospital of Lancaster. **Ronni Bell** was married to Robert McCarty on August 31, 1997, and **Casi Babinchak** was the matron of honor. She works for the Press-Enterprise, and he is a partner in the law firm, Kistler, McCarty & Percy. The couple lives at 1873 Arroyo Drive, Riverside, CA 92506. **John N. Boyle** is attending Kutztown University part time for his masters in business administration while also working for the Pennsylvania Department of Health. He lives at 2424 Derry St., Harrisburg, PA 17111. **Christina Calabrese** is working as a psychotherapist/clinical social worker for the Villa Maria, Lansdowne Therapeutic After School Program. **Sheryl Campbell** was married to **Brian Lemma '91**, on October 18, 1997, in the Bucher Meetinghouse, Elizabethtown College. She is the assistant director of administrative computing at Lebanon Valley College, and he is public relations coordinator with the Pennsylvania Osteopathic Medical Association. **Ken Hammaker** was promoted from relationship manager at its business bank to assistant vice president of PNC Bank. **Tanya Kleindienst** is a compensation manager for Astra Merck, Inc. She is living at 1027 Valley Forge Rd., #290, Devon, PA 19333, with her husband, **Eric**. **Barbara C. Rhile** is a fourth grade teacher in the Alamance-Burlington School System. She resides at 43 Sherry Drive, Burlington, NC 27215. **Abigail Shoemaker** was married to **Derek A. Scott '95**, on September 20, 1997, at the West Chester Religious Society of Friends Meeting House in West Chester, Pa. She is an



Jessica Geis-Frysynger '96 (center), poses with members of her wedding party, Lena Poff '96 (left) and Meg Mowrer '96 (right).

assistant editor for Merion Publications, Inc., and he is a vehicle information specialist at SPX Information Services. Alumni in attendance were **Rachel Zenhausern**, **Sarah Steuber**, **Jennifer Beall**, **Jeffery DuBosq '95**, and **Staci Ferguson '96**. **Barry L. Wiles** is a computer programmer for Linens of the Week. He lives at 1915 Fox St., Apt. 101, Hyattsville, MD 20783. **Gretchen M. Yutzler** graduated from Beaver College with a masters in education, and a concentration in language arts. She is teaching second and third grade at Center School.

'93

Class Correspondent:
Tracy I. Raine
5500 Montgomery Street
Springfield, VA 22151-3856

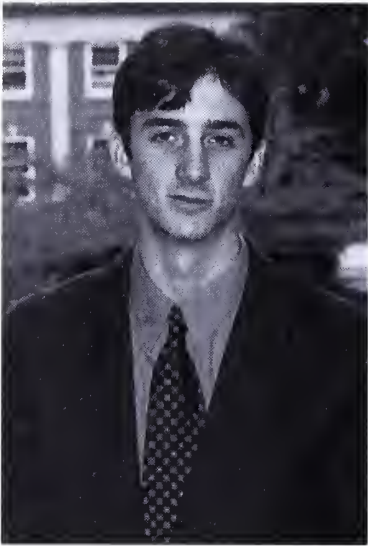
Jennifer L. Baumbach graduated from Temple University's School of Medicine on May 24, 1997. Baumbach was inducted into the medical honor society, Alpha Omega Alpha, and she completed her residency at the University of Cincinnati Hospital. **Ami Jo Brocato** resides at 6 Rose Hall, Newark, DE 19711. **Maritess de las Alas** is working for Main Line Health System in Wynnewood, Pa., and she

lives at #3, 2239 Taft Circle, Winchester, VA 22601. **Eric DelViscis** graduated from St. Joseph's University in December of 1997, and is now working as a credit analyst for Transport International Pool in Devon, Pa. He lives at 17 Berkshire Drive, Wayne, PA 19087. **Denise Dorman** is enrolled in the masters of arts and religion program at Lancaster Theological Seminary, and is working for the Visiting Nurses Association of Lehigh Valley. She obtained a masters of social work degree from Rutgers after spending two years teaching English as a second language in Russia. She lives at 8332 Countryside Lane, Fogelsville, PA 18081. **Steven Eberly** was married to Kelly Hougentogler on November 22, 1997, at the Evangelical Free Church in Hershey, Pa. He is employed as a sales consultant for Val-Pak Direct Mail. **Larry F. Gray** is an area sales manager for the Danaher Corporation, and he and his wife, Tricia, live at 5111-725 Block House Court, Charlotte, NC 28177. **Pamela Irwin** is the associate director of the Sylvan Learning Center of Camp Hill, Pa., and she and her husband, **Steven '90**, were married on October 18, 1997. They live at 98 F Ave., Lemoyne, PA 17043. **Brian C. Keller** graduated from Ohio University with a masters of

CENTENNIAL REMINISCENCES

Trading Traditions

by Matt Broschious '96



Early last March, a select group of faculty and administrators gathered to reminisce about the lighter side of Elizabethtown College's history, a history of humorous traditions and storied pranks. This panel consisted of Professor Jack Hedrick, Jerry Garland, Dean Marty Eppley, Professor Gene Clemens, Dean Jim Hilton, and Coach Skip Roderick. All are Etown alumni, except for Clemens, and combine for 217 years in association with the College.

And Then There Were Seven

Some of the earliest pranksters were a group of students nicknamed The Seven Secret Sinners. During the mid '50s, this band of unknown and unlikely pre-ministerial students made it their mission to "do anything to upset authority figures," claimed Hedrick.

Their trademark caper was secretly removing all the spoons or forks from the cafeteria before a meal and then returning the silverware unnoticed. But they always left a sign or mark in the vicinity that credited them with the prank. "They had been in formal courses and knew the importance of proper documentation," quipped Hedrick.

Friend or Foe?

Friends at college sometimes initiate creative ways to deal with conflicts. Roderick remembered a soccer teammate who was extremely enveloped in a girl and became virtually non-existent to his friends. To address the problem, "His roommate and the whole floor built his room outside the ledge of Brinser. We brought his closet, clothes, lamp . . . everything," said Roderick. "And, ironically, he liked it so much that he slept out there for three days."

Students had more traditional means of handling troublesome individuals. In "The Barracks," a dorm that existed where the Annenberg Center is now located, residents held lake parties if someone was being "a jerk," as Hedrick kindly phrased. A proctor, similar to a resident assistant, would call the dean of men and suggest, as Hedrick said, "that he may want to occupy himself at a particular date and time." A group of residents would capture the "jerk," carry him off and throw him in the lake.

But with any prank, there is the sweetness of revenge. Roderick recollected an episode where he and some hall mates baked a batch of brownies for a friend's birthday. What the birthday boy didn't know was that these baked goodies had a special ingredient — Ex-lax. An hour after devouring the brownies he ran into the pitch black bathroom seeking blessed relief. To his dismay, all the toilets had been covered with Saran Wrap.

Several days later, after the event had slipped the immediate memories of the pranksters, the bitter birthday boy positioned almost 20 speakers in their hall and wired them to his stereo system. He turned the volume to ten and played the theme to "2001: A Space Odyssey." When his brownie baking buddies came storming out their doors, they were met with a cream pie.

No "I" in Team

Teamwork was a theme for pranking over the years at Etown. On a sunny afternoon in the spring of 1957, students decided to make a trip to the Dairy Queen, which was located where My Place restaurant now stands. George Gerlach, one of the individuals involved, offered to drive his vehicle. His automobile was not your normal form of transportation. It was a hearse.

Led by a fellow known as Gene the Jelly Bean, the group of road-trippers piled into five or six cars and proceeded to the Dairy Queen. The parade of cars made its way down Mount Joy Street and onto College Avenue. When it arrived at Market Street, a townspeople thought it was a funeral procession. So, he stopped traffic and waved the college caravan of cars onto Market Street.

While at Dairy Queen, the hearse and its musical entourage lured quite a crowd. People pulled their cars into the parking lot to see what was going on. Motorists parked along Route 230 to watch all the hoopla. To the delight of Dairy Queen's management, the attraction created a boom in business that day. For their unexpected public appeal, the students received complimentary ice cream.

Re-Inventing Tradition

The overall consensus among the panel was that there has been a turn from good, clean fun to more malicious acts. Eppley cited the influx of televisions and radios as a distraction from fun. "We had to create our own fun," she remarked.

But tradition never disappears, it merely reinvents itself. Clemens handled the subject rather eloquently saying, "The traditions we're talking about when we were here weren't there in the generation before us. It's a matter of trading one for another." **E**

The author is an admissions counselor at Elizabethtown College.

fine arts in the winter of 1997. He accepted a position as the sound designer/audio engineer for the South Coast Repertory Theater in Costa Mesa, Cal. **Tracy Kiwak** was married to Joseph Blannett on August 2, 1997, in the St. Ignatius Roman Catholic Church in Kingston, Pa. She is a fifth grade teacher in the Colonial School District. **Rebecca Margolin** married Christopher Feldwick on June 22, 1997. **Laura Monaco '94**, was a bridesmaid, and other alumni in attendance were **Keith Monaco '91**, **Denise Dorman**, and **Erin Peterhaensel Domathoti**. The couple lives at 11858 Blue February Way, Columbia, MD 21044. **Colleen Matejicka** graduated from Philadelphia College of Osteopathic Medicine on May 25, 1997, and she started a three-year residency in internal medicine at Lehigh Valley Hospital, on June 17. **Michael Monsell** was promoted to the position of executive producer of marketing and promotions for WGAL-TV in Lancaster, Pa. **Tami Nell** is living at 1420 Farmhouse Lane, Middletown, PA 17057. **Mark S. Peake** was married to Kimberley Fardette, and he is employed by the Gordon-Conwell Theological Seminary, where he received his masters of divinity. **Jennifer L. Riley** married Christopher Baggin, and she is working as a second grade teacher in the South Western School District. **Kathleen Marie Roberts** married Alex Nussbaum on August 31, 1997, in Lees Chapel, Cedar Crest College. The couple lives in Parsippany, N.J. **Andrea Simon** was married to Scott Kasprenski on October 12, 1996. He works for Marriott at Foulk Manor South as a special care manager, and they reside at 772



Alumni and family join Todd Frysinger '96 (back row, second from left), at his wedding. (Front): cousin of the bride. (Back row, left to right): Kevin Boyd '98, Mark Yingling '97, and Kevin Frysinger.

Churchtown Rd., Middletown, DE 19709. **Amy Schneider's** husband, Dink, was transferred to the Vandenberg Air Force Base, Cal., and she is working as a physical therapist at a local hospital. Their address is 411 Cedar St., Vandenberg AFB, CA 93437. **Anthony Suozzo** is working as a health and physical education teacher in the Hopewell Valley School District. He and his wife, Sherri, were married in August of 1997, and they live at 26 Quimby Ave., Trenton, NJ 08610. **Bonnie J. Williams** graduated from Hahnemann University with a masters in creative arts therapy. She is working for ABRAXAS Outpatient Mental Health Services, and is residing at 206 Hamilton St., Harrisburg, PA 17102.

'94

Class Correspondent:
Robert J. Ulmer
Senator Joseph R. Biden, Jr.
221 Russell Sen. Office Bldg.
Washington, D.C. 20510-0001

Gary Gustin is employed as an occupational health nurse for Mercy Workcare and Co-Adjunct Faculty at Delaware County Community College. **Sherry Heisler** gave birth to her second child, Ashley Blair, on December 12, 1997. Ashley joins her brother, Trevor. They live at 906 W. Maple St., Valley View, PA 17983, and the mailing address is P.O. Box 771. **Matthew W. Lawrence** is living at 3732 Conshohocken Ave., Philadelphia, PA 19131. **Monica Lehman** graduated with departmental honors from Widener University. She earned a masters degree in physical therapy, and one of her works titled, "Self-Efficacy as it Relates to Falls in the Geriatric Population: A Case Study," will be published in a textbook. **Mary Miller** has taken on a one-year Church of the Brethren Volunteer Service assignment with Tri-City Homeless Coalition in Fremont, Cal. **Glenn Neufeld** is living at 16 Huber Court, Hightstown, NJ 08520. **Kevin Pugh** is living and working at 309 Steele Hall, Syracuse, NY 13244. **Amanda and Joseph Rutkowski '96** work for American Management Systems in Montgomery, Ala. **Edward Savino** is working as a residential loan originator at the York County Office of Commerce Bank in Harrisburg, Pa. **Nicole A. Vacula** graduated from the California

School of Professional Psychology with a masters in child clinical psychology. **Ginger Yingling** is working as an occupational therapist at Hanover Hall Nursing and Rehabilitation Center, in York, Pa.

'94 Marriages

Mitchell W. Groh to Darby L. Smith on October 25, 1997. The couple resides at 116 Chandler Drive, Red Lion, PA 17356, and he is working as a first grade teacher and assistant soccer coach in the Dallastown Area School District. **Bethany L. Kirkner** to Jeffery S. Young, in the First Presbyterian Church, Reading, Pa. She is working for Music Festivals, Inc. **Keith A. Mahoney** to **Karen A. Rosetti '95** on June 14, 1997. **Tracie Danzeisen '95**, **Marie Considine '95**, and **Keri Killeen '95** were members of the wedding party, and many other alumni were in attendance. **Kelly Sullivan** to Bob Kraft on August 9, 1997. She is working on her Ph.D. in medical chemistry at the University of Georgia, and he is the manager of a local bookstore. They live at 257 N. Bluff Rd., Athens, GA 30607.

'95

Class Correspondent:
Kelly H. Lougee
18 Pinetree Drive
Mechanicsburg, PA 17055

Michael D. Beal is working as a marketing coordinator for Nuclear Research Corporation and was put in charge of foreign relations and international sales. He is living at 305 Bunker Hollow Rd., Doylestown, PA 18901. **Nicole T. Concodora** is living at 29000 Pineford Drive, Middletown, PA 17057. **Travis Crozier** is working as a fourth grade reading teacher and junior varsity basketball coach in the Phillipsburg School District. **Jill Burke Gilbert** passed the Pennsylvania certified public accountant exam, and is working for Trout, Ebersole and Groff, LLP, in

Find your classmates on the alumni email directory:
www.etown.edu/home/web/emaildir.html



There were many alumni present at the wedding of Faith Ginter and David Fertig. Members of the wedding party (front row, left to right): Heather Handly '97 and Sue Markey '96. Guests present (back row, left to right): Ellen Marr '98, Holly Richardson '96, Faith Ginter Fertig, Dave Fertig, Ann Sheckard '96, and Amy Sales Blickensderfer '96.

Lancaster, Pa. She and her husband, **Matt '94**, live at 447 Holly St., Elizabethtown, PA 17022. **James Hnat III** has been working as a top assembly industrial engineer for Rockwell Division Avionics & Communication since November of 1997. He is now living at 2289 Woodwind Trail, #1108, Melbourne, FL 32935. **Stacey A. Knerr** is employed as a math teacher and basketball coach at St. Catherine Laboure School, while working towards her masters in education. She resides at 868

Buttermilk Court, Harrisburg, PA 17111. **Kristy Landry** is working as a staffing specialist for Remedy Intelligent Staffing, and she lives at 110 Jobs Hill Rd., Apt. 76, Ellington, CT 06129. **Megan Miller** was promoted to associate producer of marketing and promotion for WGAL-TV in Lancaster, Pa. **Amy Y. Nogami** graduated from Thomas Jefferson University with a masters in physical therapy, and is working as a physical therapist for Northridge Hospital Medical Center. She lives at



Many Elizabethtown College alumni attended the wedding of Amy Sales '96 and Brent Blickensderfer (center). Those present were (left to right): Wendy Chilcoat '96, Megan Krusman '96, Joey Kondisko '95, Ellen Marr '98, Amy Sales Blickensderfer, Ann Sheckard '96, Faith Ginter '96, Holly Richardson '96, Sue Markey '96, and Heather Handly '97.

1717 Roscoe Blvd., #203A, Northridge, CA 91325. **Tricia M. Oliver** is the public affairs coordinator for the Morton Hospital and Medical Center. She lives at 750 Whittenton St., #211, Taunton, MA. **Gregg Troutman** is employed as an industrial engineer at GENCO Distribution System. He lives at 5610 Ellsworth Ave., Apt. 2A, Pittsburgh, PA 15232.

'95 Marriages

Michelle Lynn Bixler to David Dwight Lauver on October 25, 1997, in the First United Methodist Church in Palmyra, Pa. She is working on her masters in social work at Temple University. **Amy Guyotte** to **Michael Bellarmino '96** on August 12, 1997. Many alumni were in attendance, and **Michelle Appleby** was a bridesmaid. Amy is working on her masters in special education at Millersville University, and Michael works for Enterprise Rent-a-Car. **Susan Kohlweiler** to Robert Smith on November 29, 1997, in the St. Leo the Great Catholic Church, Lancaster, Pa. She is working as a commercial lines underwriter for Donegal Mutual Insurance Co. **Martha Ladd**, the daughter of **Doris Weir Ladd '63**, to Lynn Rau on August 16, 1997, in the Presbyterian Church of the Covenant in Wilmington, Del. **Marisa Bowman Homback** and **Megan O'Brien Mummey** were members of the wedding party, and many other alumni were in attendance. The couple now resides at 3780 Clyde Morris Blvd., Apt. 406, Port Orange, FL 32119.

'96

Class Correspondent:
Patrick J. Pietrefesa
68 Petty Road
Cranbury, NJ 08512-2609

Susan Albright is working as a first grade teacher at the Oaks Elementary School, in the Spring-Ford School District. She resides at 2442 E. High St., Sanatoga, PA 19464. **Karen Benton** is employed by

the Manheim Township School District as an elementary school teacher. She lives at 15C Wabank Rd., Millersville, PA 17551. **Amy Bowers** is a social worker with the Department of Children, Youth and Families, and she is living at 31A Marcos Lane, Corrales, NM 87048. **Jennifer A. Chestnut** is a part-time preschool teacher, junior high school field hockey coach for the Boiling Springs Jr./Sr. High School, and a part-time employee of the Bon-Ton. Her mailing address is Box 405, Boiling Springs, PA 17007. **Leslie Fetter** made the University of Pittsburgh Law School *Law Review*. **Erika M. Fisher** is a market specialist for Colley, Inc., and is living at 15 Elm-grove Ave., #B-10, Providence, RI 02906. **Stacey Fox** is a display consultant for Nomadic Display, and resides at 13 Wosniak Court, Lawrenceville, NJ 08648. **Noreen Galaskas** is an accounting associate for Lucent Technologies, and lives at 629 Chestnut Terrace, Easton, PA 18042. **Heather Green** is in sales for Lutron Electronics West Coast & Canada. She is living at 1710 S. Church St., #5, Allentown, PA 18103. **Stephen B. Liples** was promoted to staff II accountant with Miller & Co., LLP. **Milan Martin** was promoted to associate account executive at RBT/Strum. He is living at 31 West Lake Drive, Medford, NJ 08055. **Stephanie Maurer** is a technical writer for Stoner Associates, Inc., and coaches softball for 9- and 10-year-olds. Her mailing address is P.O. Box 407, Lewisberry, PA 17339. **Carol J. Motto** is working as a medical technologist for Multi-Integrated Medical Group. She and her husband, Robert, reside at 800 Water St., Pottsville, PA 17901. **Tara A. Sabo** is working as a program and training specialist for the Monmouth New Jersey Council of Girl Scouts. **Amy L. Weachter** is an administrative assistant for the SCIREX Corporation. She lives at 1700 Butler Pike, Apt. 8F, Conshohocken, PA 19428. **Heather**

M. Willey is with Livingston Healthcare Services, and is working on her masters in management with a health-care administration concentration. She lives at 27 Nathalie Drive, Hockessin, DE 19707. **Jennie R. Wydra** is an external relations assistant at Saint Joseph's University and the alumni notes editor for their magazine.

'96 Marriages

Jessica Geis to **Todd Frysinger** on June 28, 1997. She is the peer education coordinator for Planned Parenthood of Western Pa., and he works as a financial analyst for Federated Investors. The couple lives at 116 W. Swissvale Ave., Apt. #2, Pittsburgh, PA 15218. **Faith Ginter** to **David Fertig** on September 7, 1997. **Heather Handly '97** and **Sue Markey** were in the wedding party, and other alumni in attendance included **Ellen Marr '98**, **Holly Richardson**, **Ann Sheckard**, and **Amy Sales Blickensderfer**. **Daniel Mink** to **Kristin McClune** on September 20, 1997, in the Hempfield Church of the Brethren in East Petersburg, Pa. He is working as an occupational therapist with the Lincoln Intermediate Unit, York, Pa. **Brandi Mowrer** to

Joseph Gambler on November 1, 1997, in the Concordia Evangelical Lutheran Church in Bethlehem, Pa. She works as an occupational therapist for Heatherbank Nursing and Rehabilitation Center. **Amy Sales** to **Brent Blickensderfer** on November 2, 1996. Many alumni were in attendance. **Carol J. Schappell** to **Robert Motto** on June 28, 1997, in the Trinity Lutheran Church in Pottsville, Pa. She is working as a medical technologist for the Pottsville Hospital and Warne Clinic. **Alyssa Sniffin** to **Ryan Savage** on September 20, 1997, in the Grace Baptist Church in Lancaster, Pa. She is employed by St. Anne's Home, as the director of social services.

'97

Class Correspondent:
Daniel J. Jones
37 Riverview Drive
Middletown, PA 17057

Jennifer E. Borro is working for Miller & Co. LLP, as a staff accountant. **Brian J. DiFilippis** lives at 418 East Main St., Oxford, OH 45056. **Michelle Fredette** is working in a special education pre-school room at Marlborough Element-

tary School, and she is attending Central Connecticut State University part time. She resides at 43 Roberts Rd., Marlborough, CT 06447.

Linda Gates is a consultant with Pennsylvania Power & Light, Inc., and is living at 1809 Dogwood Rd., Harrisburg, PA 17104, with her husband, Frank. **Colleen Kelly** is working on her masters in public administration at Pennsylvania State University, while being employed as a legislative assistant for Pennsylvania Sen. Timothy F. Murphy. She lives at 1808 Martin Drive, Lebanon, PA 17046.

Jason Lesinski is working on his masters in chemistry at Villanova University, where he is also a teaching assistant. He resides at 309 Pilgrim Lane, Apt. B13, Drexel Hill, PA 19026. **Matt Miller** joined ERA Miller Real Estate, as a member of the sales associates staff. **Ronald O. Nason** is a logistics manager for the Naval Inventory Control Point. He and his wife, Jennifer, and their three children, Matt (age 13), Ryan (age 11), and Jessica (age 8), are living at 6133 Haymarket Way, Mechanicsburg, PA 17055.

Ken Nichols is working as a sales associate for Rose Safety Solutions, Inc., and as a project manager for Rose Metal Systems, Inc. He lives at 4212C Society Park Court, Harrisburg, PA 17109. **Jennifer L. Owens** is teaching middle school in the Manheim Township School District. She resides at 85 Pennwick Drive, Lititz, PA 17543. **Lottie Smith** was appointed to the board of directors of the Ad Club of Central PA. She is currently serving as the director of the 1997 American Advertising Awards. **Gretchen I. Wenger** is an admissions assistant at Rosemont College. She lives at 200 Ross Rd., Apt. F323, King of Prussia, PA 19406. **Ronald C. Wilt, Jr.**, is employed by the Pennsylvania State Police. He is responsible for the management of the administration of their statewide radio communications and dispatch systems.

In Memoriam

Hannah R. Royer '22
November 2, 1997

Lovie B. Runkle '23
November 30, 1997

Rev. Hiram J. Frysinger '29
August 20, 1997

Wesley Gross '29
November 7, 1997

Floy S. Heistand '32
November 24, 1997

Rev. Ray A. Kurtz '32
August 20, 1997

E. Grace Didden '33
November 22, 1997

Eleanor Smith Bradley '36
May 2, 1997

Carl G. Herr '38
December 26, 1997

Jane B. Runyan '40
October 24, 1997

Rev. C. Donald Waser '40
October 9, 1997

William C. Day '41
October 20, 1997

William B. Elsasser '41
July 25, 1997

Ruth Ehrlen Goodman '49
October 21, 1997

Richard D. Brubaker '50
November 30, 1997

Joan E. Raffensperger '52
November 25, 1997

Catharine M. Grubb '54
November 4, 1997

Robert K. Tritt '60
January 10, 1998

Janice Miller '68
October 30, 1997

Mary R. Piergrossi '71
October 20, 1997

Kenneth L. Wildasin '72
October 27, 1997

Harold R. Morris, Jr. '75
September 16, 1997



Guests at the wedding of Karen Rosetti '95 and Keith Mahoney '94 included (back row, left to right): Sarah Wilcke '95, Kristin Krug '97, Ken Killeen '95, Joe Guber '95, James Greenbaum '94, Nick Musmanni '95, Mike Beal '95, Keith Mahoney, Ron Swantner '94, Shawn Sengrist '95, Carrie Uhlrig '95, Sheri McFadden '95, and Jeremy Pans. (Front row, left to right): Tracie Danzeisen '95, Steph Cessna '95, Lisa Getz '95, Marie Considine '95, Karen Rosetti Mahoney, Jen Fouchet '95, Becky Price '95, and Rachael Pavis.

SPORTS

Women Win First MAC Swimming Title; Zimmerman Is Two-Time All-American (Again)

After second-place finishes in each of the past two MAC championship meets, the women's swimming team took the final step in 1998, capturing its first-ever conference title in the 35-year history of the program.

Six-time All-American Jackie Zimmerman '99 led the way by finishing first in the 100- and 200-yard breaststrokes to give her eight individual MAC gold medals in her career. She also teamed with Tara Auwarter '99, Brooke Knepper '01, Christina Connors '99, and Lindsay Texter '01 to win gold medals in four relay events, including the 400-yard medley relay in a conference-record time of 4:08.61. Knepper struck individual gold at the MAC championships in the 200-yard freestyle, as did Amanda Scheetz '01 in the 1,650-yard freestyle. Overall, the women placed first in eight of the 18 MAC events and second in seven others

and finished 1997-98 with a record of 13-3, tying the program record for wins in a season.

Despite a roster of only seven, the men's swimming team placed in 14 of 18 events to finish a solid fifth at the MAC championships. The Jays' best showing came in the 200-yard freestyle relay, where the team of Jon Fortin '01, Mike Rajotte '00, Brian Serapiglia '99, and Doug Hamsher '98 placed second in a time of 1:32.04. Fortin garnered the team's most individual successes, placing third in both the 100-yard freestyle and 400-yard individual medley (in which he posted a school-record time of 4:33.30) and fifth in the 200-yard individual medley. The men posted a trio of fourth-place finishes, including Serapiglia in the 100-yard freestyle, Hamsher in the 50-yard freestyle, and Brian Polaski '00 in the 200-yard breaststroke. The men finished

the 1997-98 season with a record of 3-11.

Competing in the national spotlight for the third straight season, Zimmerman earned All-American honors for her performances in the 100-yard and 200-yard breaststrokes at the NCAA Division III Swimming and Division Championships held at Principia (Ill.) College on March 12-14. For the third consecutive year, she finished in second place in the 100-yard breaststroke — this time a mere .09 seconds behind the winner — and placed among the top four in the 200-yard breaststroke to make the All-America team for the fifth and sixth times in her career. She also posted a school-record time of 2:12.61 while finishing 24th in the 200-yard individual medley, an event for which she was seeded 43rd entering the competition. **E**



Teammates and fans carry Etown guard Andrea Thompson '00 off the court in triumph after her buzzer-beating shot defeated Lycoming College, 71-70, on February 24 in the quarterfinals of the Middle Atlantic Conference playoffs. The Blue Jay women's basketball team captured its fifth consecutive Commonwealth League title in 1997-98 and reached the MAC championship game for the third time in four seasons. **E**

Women's Basketball Reaches MAC Title Game; Kauffman Wins No. 500

The Etown women's basketball team finished the 1997-98 season with an 18-8 record while capturing its fifth consecutive Commonwealth League title and advancing to the MAC championship game for the third time in four seasons. Yvonne Kauffman, who was named Commonwealth Coach of the Year for the first time since 1993-94, became the second coach in the history of Division III women's basketball to collect 500 career victories when the Blue Jays edged Western Maryland, 86-84, on February 12.

Brenda Wessel '98 was named the Commonwealth League Player of the Year for the second time while leading the Blue Jays in scoring (14.7 ppg) and minutes played. The co-captain finished second on the team in assists (2.8 per game) and steals (60) and added 5.6 rebounds per game. Wessel, who also was selected as the Commonwealth Player of the Week and named to the league honor roll dur-

ing the year, finished her career with 1,488 points, good enough for third place on the Etown all-time scoring list behind only Page Lutz '84 (1,757 points) and Heidi Metzger '95 (1,674).

A number of other Blue Jays added standout performances in 1997-98. Shauntae Stancil '99 earned Commonwealth League first-team honors for the second straight season while finishing eighth in the MAC in field goal percentage (50.0), ninth in rebounding (9.1 per game), and sixth in blocked shots (1.5 per game). Abbie Fabian '01 posted 9.5 points and 5.8 rebounds per game, led Etown with 64 steals and was named the Commonwealth League Rookie of the Year. Allison Lucey '99 was first in the conference and 19th in the nation with 5.7 assists per game. Co-captain Gina Kaiser '98 finished eighth in the MAC in blocked shots (1.4 per game). **E**

Dohner Named NCAA Division III Women's Soccer Coach of the Year

For guiding the 1997 Elizabethtown women's soccer team to the national semifinals in its first-ever NCAA tournament appearance, Barry Dohner '83 earned his profession's highest honor.

Dohner, who has posted a 62-18-7 record in four years at Etown, was selected as the 1997 NSCAA/Umbro Division III women's soccer Coach of the Year at the National Soccer Coaches Association of America convention in Cincinnati this past January.

"Winning national Coach of the Year was a tremendous honor, but it is an honor that goes to the whole women's soccer program," Dohner says. "Without everyone's effort, the success and recognition of the program would not have happened."

What happened was a record-setting year for nearly every aspect of Blue Jay women's soccer. The team, which went 19-4-3 on the year, set records for wins (19), goals scored (87), and shutouts (15) in a season and played its best soccer when it mattered the most, allowing only one goal in five games during the NCAA tournament to earn a spot in the Final Four.

Dohner wasn't the only Blue Jay to earn national recognition in the wake of Etown's unprecedented success. Standout marking back Amy Bender '98 from



Coach Barry Dohner '83 hands the team MVP award to All-American Amy Bender '98 at the Fall Sports Banquet.

Woodstown, N.J., was named to the NSCAA Division III All-America second team, making her the second All-American in the program's ten-year history and the first since Amy Hyde '93 in 1990.

"She was the cornerstone of one of the best defenses in the country," Dohner says of the first All-American during his tenure. "Her commitment and desire to be the best drove her to excel on the field and her speed and strength helped her become one of the top defenders in the nation." **E**

Men's Basketball Reaches MAC Play-Offs; Billet Finishes Fourth on All-Time Scoring List

The Etown men's basketball team concluded its 1997-98 season with a 15-10 record and a trip to the Middle Atlantic Conference play-offs for the third straight year. The Blue Jays went 9-5 in the Commonwealth League to finish in third place. Highlights of the season included Etown's first Sprint Blue Jay Classic tournament title since 1992-93 thanks to a wild 109-100 championship game win over Lycoming and head coach Bob Schlosser collecting his 100th career collegiate victory when the Blue Jays defeated Messiah, 72-65, on December 3.

Ryan Billet '98 led the offense with 20.8 points per game and finished in fourth place on Etown's career scoring list with 1,657 points. He was named the Commonwealth League Player of the Week on two occasions in 1997-98 and was selected as a first-team Commonwealth all-star for the third consecutive season. Among all MAC players, Billet finished fifth in scoring, second in three-pointers per game (2.7), fourth in three-point percentage (43.0), and third in free-throw percentage (85.4). **E**

Wrestling Team Continues Progression of Success; Capoferri Named MAC Coach of the Year

The Etown wrestling team continued to climb the ladder to national prominence in 1997-98, winning four team tournaments, placing third at the Middle Atlantic Conference championships and sending four Blue Jays to the NCAA Division III wrestling tournament in March. Third-year head coach Steve Capoferri was named MAC Coach of the Year for guiding his small, but talented squad to an 18-7 dual match record and several

weeks in the national Top 25.

Individually, Bill Van Winkle '01, Dan Bechtold '01, and Tim Jordan '00 won gold medals at the MAC championship meet in February and, along with MAC and regional runner-up Eric Dusko '00, represented Etown at the NCAA tournament. The quartet joined 1997 regional champion Bob Onorato '00 and Art Mattes '01 as Blue Jay grapplers with 30 or more victories in the year.

Highlights from the season included team championships at the Messiah and King's College Monarch Invitationals on consecutive weekends in November and a team title at the Petrofes Invitational at Lebanon Valley the following month. Etown also held its own against a number of national powers at the Orlando Duals over the mid-year break and swept to victory at the Swarthmore College Team Challenge on January 10. **E**

Readers' Survey

This survey is your opportunity to provide the editors of *Elizabethtown Magazine* with valuable reader response.* Please fill out and return in the Business Return Envelope enclosed with your copy of the magazine. You can also send responses to:

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Are you aware that the College maintains an online alumni email directory (www.etown.edu/home/web/emaildir.html)

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☐ Yes ☐ No

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Do you have any suggestions to improve the Blue Jay Sports Hotline?

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Spring 1998



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Sweet Victory: Seniors Gina Kaiser (left) of Philadelphia and Brenda Wessel of York celebrate a last-second victory over Lycoming College in the Middle Atlantic Conference tournament.

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